NOVEMBER 10, 1952

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BROADCASTING TELECASTING

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IN THIS ISSUE:

The Outlook Under The GOP
Page 23

Radio-TV Support Boosts Vote
Page 24

Election Tab For Radio-TV
Page 25

Changes on Hill Affect Radio-TV
Page 26

Networks Keep Pace With Vote
Page 27

TELECASTING
Begins on Page 79

22ND year

THE NEWSWEEKLY OF RADIO AND TV

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TECHNICAL Room

Something to crow about...

Sales of Ocoma Chicken have *more than doubled* in the San Francisco Bay Area since Paul West started selling the product recently on "The Housewives' Protective League" programs on KCBS. One Redwood City market alone sold *more than a ton* of Ocoma Chicken in less than a week.

What's more—"Through your efforts," Ocoma writes, "we are gaining new accounts consistently and steadily."

That's just one example of how Paul West's HPL broadcasts, in combination with direct store tie-ups and point-of-sale merchandising, result in increased sales for all his advertisers.

To find out how Paul West can make the feathers fly for you too, just call us or CBS Radio Spot Sales.

KCBS San Francisco

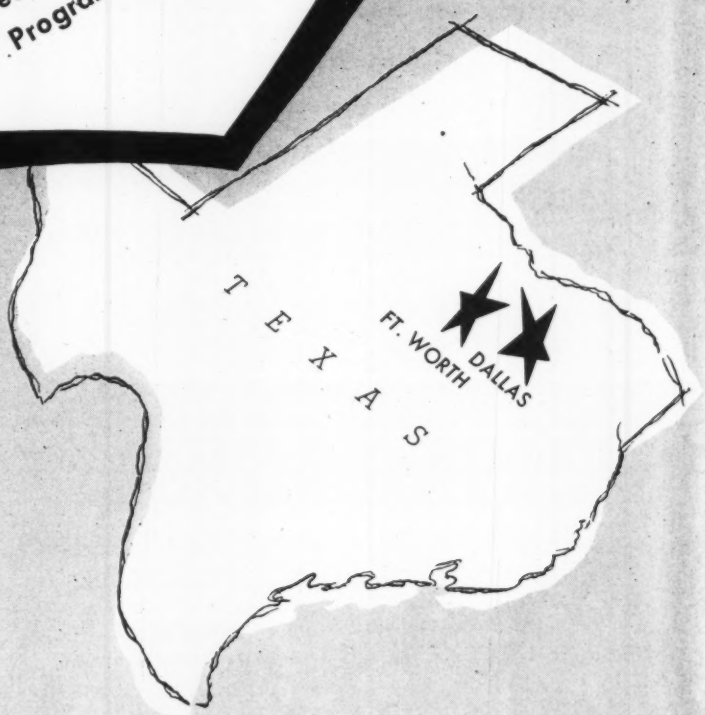
50,000 watts • CBS Owned
Represented by
CBS Radio Spot Sales

XUM

KRLD-TV DALLAS

Sells the Largest Urban Retail Sales Market in Texas

DALLAS and FT. WORTH
Served Exclusively with CBS
Programs by KRLD-TV



The "BIGGEST" BUY in the "BIGGEST" STATE

The only station in Dallas and Fort Worth not splitting any part of any network schedule with any other station in Dallas or Fort Worth—it's KRLD-TV and KRLD-TV only for CBS shows *in both Dallas and Fort Worth.*

	POPULATION	RETAIL SALES
Dallas County	648,000	$848,510,000
Tarrant County	383,200	508,032,000
TOTAL	1,131,200	$1,356,542,000

(Sales Management 1952)

KRLD-TV
Channel 4, Dallas

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FT. WORTH AREAS

John W. Runyon, *Chairman of the Board*
Clyde W. Rembert, *President*

The Branham Company,
Exclusive Representative

TEXAS' MOST POWERFUL TELEVISION STATION

at deadline

CLOSED CIRCUIT

DON'T LOOK for wholesale resignations from FCC at staff level as result of Eisenhower sweep. Aside from two Commissionerships (Chairman Walker and recess appointee Merrill), no changes at top level immediately indicated. Staff-wise, most employes are Civil Service, including lawyers who were blanketed in by executive order several years ago. New Chief Executive could "unblanket" such employes but that decision is some distance off. Some staff resignations anticipated, presumably on theory that it's better to resign than to get fired (see story page 23).

GOVERNMENT ownership, perhaps unwittingly, being fostered by Chairman Walker and Comr. Hennock of FCC in urging Washington Board of Education to seek uhf Ch. 26*. They're behind move to have Congress directly appropriate $400,000 of taxpayers' fund for non-commercial station. Nation's capital is federal subdivision and Congress acts as its legislature. If funds should be authorized, it would mark first time federal government has fostered domestic broadcast station, whether radio or TV. Board's application, incidentally, has brought charges of double-cross from other educational and cultural organizations in Washington.

RIGHTEOUS indignation being voiced by station owners also newspaper publishers because of Senate Subcommittee questionnaires on analysis of time and space purchases by political parties. Whereas radio-TV questionnaire seeks detailed breakdowns, including moneys expended, returnable by Nov. 24, newspaper query is both simple and patronizing. It asks merely for amount of space purchased (no money) and places no deadline as to when data should be submitted. Both letters signed by Sen. Hennings (D-Mo.) as chairman of Privileges and Elections Subcommittee.

THOSE POLLSTERS, still reeling under impact of their country mile miss four years ago, did little better this election year. Because of their hedging, pussy-footing and rationalizing by leaving enough doubtful votes to swing it either way, they failed to retrieve lost prestige.

PROFESSIONAL pollsters, however, were no worse than news experts working for both radio and press, covering compaigns. *Newsweek's* polls consistently showed correspondents leaning toward Stevenson and BROADCASTING • TELECASTING's own poll of network news men indicated same result. In both cases, however, these reflected personal views rather than sampling of public opinion.

TWIN elements of new TV cities and approach of holidays are prominent factors in disappearance of factory TV inventories, with many cases of deliveries right from box car to living room. TV output now over 200,000 weekly, and still climbing.

AMONG post-election dead ducks is Volunteers for Stevenson protest to FCC over purported $2 million GOP spot blitz. Around FCC it's unofficially tagged as closed incident

(Continued on page 6)

SALES OF RADIO, TV SETS SHOW SHARP INCREASE

SALES of TV sets by dealers in September exceeded combined June-July-August sales, according to Radio-Television Mfrs. Assn. September figure (five-week period) was 875,290 TV sets compared to 700,490 TV sets sold in three summer months.

Total radio-TV set sales, except auto receivers, totaled 1,768,051 units in September, weekly average of 353,610, highest weekly rate since last December. September radio-TV sales brought nine-month 1952 total to 7,741,656. Dealers sold total of 892,761 radios in September compared to 1,139,467 in three summer months.

RTMA announced over 3.5 million TV sets shipped by factories to dealers during first nine months of year. Actual figure was 3,537,980 compared to 3,371,624 year ago. September TV shipments were 815,981 sets compared to 626,793 year ago.

DuMONT WOULD TELECAST SIX COLLEGE GAMES

PERMISSION for DuMont's three owned TV stations to telecast six college football games in schools' local communities on Nov. 15 and 22 was requested Friday by Dr. Allen B. DuMont, president of Allen B. DuMont Labs. Dr. DuMont sent telegrams to heads of nine universities and Naval Academy citing "interest of American educational institutions in television and the opportunity television presents for bringing the university influence into the home in the public interest," and offering, at each game, to present discussions of outstanding achievements of respective schools.

Games sought by Dr. DuMont currently are barred from TV by NCAA restrictions, it was noted. Each of games involved is near one of DuMont's owned stations (WABD (TV) New York, WTTG (TV) Washington, WDTV (TV) Pittsburgh). Contests are: Columbia at Navy, North Carolina State at Pittsburgh, and Princeton at Yale on Nov. 15; Yale at Harvard, Penn State at Pittsburgh, and Washington & Lee at Virginia on Nov. 22.

BUSINESS BRIEFLY

FORD RADIO SPOTS ● FORD Dealers placing radio spots in more than 15 markets to start Dec. 9 and 12 with contracts ranging from three days to two weeks. Each district has different starting date and contract length. Agency: J. Walter Thompson Co., N. Y.

SWANSDOWN DRIVE ● General Foods (Swansdown) preparing radio spot announcement campaign to extend for three weeks from Nov. 17. Agency: Young & Rubicam, N. Y.

THREE-WEEK DRIVE ● Cashmere Bouquet hand lotion, through Sherman & Marquette, N. Y., planning special three-week spot radio campaign to start Nov. 17 in about 25 markets.

AVAILABILITIES SOUGHT ● John C. Dowd Inc. (Dowd, Redfield & Johnstone), Boston, for undisclosed grocery product, is lining up availabilities for daytime radio spot announcement campaign to begin before Thanksgiving.

TONI RENEWS ● Toni Co., Chicago (Toni home permanents, Tonette & White Rain), renewing sponsorship of Tuesday and Thursday, 11:30-11:45 a.m. EST segments of *Break the Bank* (ABC-TV, Mon.-Fri., 11:30-12 noon), effective Nov. 18 for 52 weeks. Agency: Foote, Cone & Belding, Chicago.

AGENCY SELECTED ● Laird, Schobej & Co., Haverhill, Mass., shoe manufacturer, names Dowd, Redfield & Johnstone, N. Y., to handle advertising.

ROSE BOWL SPONSOR

GILLETTE Co. to sponsor Rose Bowl football game from Pasadena New Year's Day over NBC radio and TV for second consecutive year as part of Gillette's *Cavalcade of Sports*, 4:45 p.m. EST until conclusion. Game will be carried coast-to-coast. Agency: Maxon Inc., N. Y.

Reports Compare Vote with 1948

LOCAL impact of radio and television in bringing out voters demonstrated as community reports began flowing into NARTB Washington headquarters Friday.

State and local broadcast chairmen of get-out-the-vote campaign (see story, page 24) reported increases in voting that ranged up to 100% compared to 1948. Much of credit for unprecedented outpouring of voters Tuesday given to radio and TV by American Heritage Foundation. NARTB handled radio-TV campaign.

U. S. Census Bureau told BROADCASTING • TELECASTING 7 million new voters became eligible since 1948, offset by 3½ million deaths, leaving net gain of 4 million eligibles. Total increase in vote compared to 1948 was 13 million.

Among first reports from communities on the comparative vote in 1952 and 1948 were these estimates shown in adjacent table.

City	1952	1948
Adrian, Mich.	28,879	18,751
Akron	190,000	170,000
Somerset, Ky.	13,456	11,555
Martinsburg, W. Va.	15,279	13,000
Lynchburg, Va.	11,085	6,821
Fresno, Calif.	108,000	83,000
Dothan, Ala.	6,368	3,103
Moorhead City, N. C.	7,000	5,000
Evansville, Ind.	71,374	60,619
Stroudsburg, Pa.	15,411	12,794
Worcester, Mass.	100,000	94,461
Philadelphia	946,182	885,279
Syracuse	181,453	159,191
Bangor, Me.	35,850	27,224
Cleveland	665,000	527,428
Winston-Salem	48,018	24,725
Elmira, N. Y.	43,938	38,075
Dubuque, Ia.	32,652	25,913
Jacksonville, Fla.	108,762	59,755
New Haven	83,000	51,000
Hendersonville, N. C.	12,672	9,632

for more AT DEADLINE turn page

at deadline

WALKER SEES 125 GRANTEES BEFORE 1953

HOPE that year's end would see 125 post-freeze TV grantees was expressed by Chairman Paul A. Walker Friday night in speech at 1952 convention of National Assn. of Educational Broadcasters in Minneapolis. Of 98 CPs granted since July 14 resumption of processing, six have gone on air, Mr. Walker said—obviously including KGMB-TV Honolulu and KTBC-TV Austin, Tex., in addition to KFEL-TV Denver, KBTV (TV) Denver, KPTV (TV) Portland, Ore., and KDUB-TV Lubbock. Honolulu and Austin grantees have STAs for commercial operation Dec. 1 and Nov. 15 respectively.

Mr. Walker called on educational broadcasters and educators to work toward establishment of statewide educational TV networks. If state does not have sufficient reserved channels for that purpose, Mr. Walker said, they should immediately undertake engineering surveys to determine how to obtain additional assignments. He also urged that educators educate their communities to potentials of educational TV. His speech was entitled, "Television—Tool or Toy?"

SETS FOR ESSAY WINNERS

TELEVISION and radio-phono sets will be given every state and territory winner in sixth annual Voice of Democracy contest for high school students, according to Radio-Television Mfrs. Assn. W. B. McGill, of Westinghouse Radio Stations Inc., chairman of RTMA National Radio & Television Week Committee, said RTMA member companies had donated receivers. One member has donated antennas, he said. Contest is jointly sponsored by RTMA, NARTB and U. S. Junior Chamber of Commerce.

WEBC PETITION

INCLUSION of issue to determine whether TV grant should go to Superior, Wis., or Duluth, Minn., under Sec. 307 (b) of Communications Act, was asked by WEBC Superior Friday in petition to FCC. WEBC is opposing KDAL Duluth for Ch. 3 in hearing due to begin Nov. 17, last week amended its application to put main studio in Superior. Last month FCC added such an issue to Ch. 6 hearing between WDSM Superior and WREX Duluth [B•T, Oct. 27].

KMPC SALE DELAYED

EIGHT stockholders of KMPC Hollywood have yet to sign papers for sale to Gene Autry, Robert O. Reynolds and associates. Group to pay $800,000 gross to G. A. (Dick) Richards estate, Frank E. Mullen, TV consultant and former NBC executive vice president and few minor stockholders. Under new corporation Mr. Autry will be president, Mr. Reynolds vice president and general manager. Attorney Wesley Nutten Jr. is secretary and Orren Mattison, station auditor, treasurer. Lloyd Sigmon, vice president and assistant station manager, completes group of five stockholders under new ownership.

W. U. ASKS REHEARING

REHEARING on FCC decision barring requirement that AT&T interconnect its TV lines with Western Union [B•T, Oct. 20] has been asked by telegraph company.

In this Issue—

NOW that it's over, what does election mean? For one thing, there'll be some changes made in people who regulate communications, and the way regulators operate. *Page 23.*

FORGETTING the partisan side, election represents victory for radio and television. The electronic media get credit as main instruments in bringing out record vote—13 million above 1948. Source of credit: American Heritage Foundation. *Page 24.*

GOP concentrated on radio-TV time whereas Democrats spent 10 times as much newspaper money as Republicans. *Page 25.*

SENATE'S fire-eating Sen. Tobey, whose oratory and biblical quotations make gamblers tremble, slated to be chairman of Senate commerce committee, handling radio-TV. *Page 26.*

EVERY corner of the country was within range of all ears and eyes Tuesday night as vast election and electronic machinery brought results into homes, autos and public places. *Page 28.*

GROSS income of CBS Inc. up for nine-month 1952 period but earnings per share dropped. *Page 29.*

RADIO might be better off with no research than present statistical portrayals of its audience, Ohio broadcasters are told. *Page 30.*

THE $4 billion spent by the public for new radio sets since World War II wasn't used to buy mere household decorations, says John J. Karol, CBS radio vice president. *Page 42.*

MORE of them every week. FCC continues to grant CPs for television stations—six uhf permits last week. *Page 81.*

NEWEST development in educational TV field is organization promoting "non-profit semi-commercial" outlets on commercial channels. Group is named Washington Associates Inc. *Page 81.*

Upcoming

Nov. 9-16: National Radio & Television Week.

Nov. 11: National Conference of Christians & Jews awards luncheon, Washington.

Nov. 13-14: MBS Affiliate meeting, New New York City.

Nov. 13-15: Assn. of Independent Metropolitan Stations, Conrad Hilton Hotel, Chicago.

(Other Upcomings on Page 100)

Closed Circuit

(Continued from page 5)

along with Democratic committee protest over Winchell tactics.

NEW CONGRESS expected to hear demand for curb on politicasts such as GOP *Crusade in America* election eve documentary. Dramatic program credited to Walter Tibbels, of BBDO, and Robert Humphreys, GOP national committee publicity director.

ROBERT REUSCHLE, manager radio and television timebuying, McCann-Erickson, N. Y., expected to resign from agency and join new WHUM-TV Reading, Pa., shortly.

NOT GENERALLY known is close personal friendship that exists between Freeman Gosden (Amos, of Amos 'n' Andy) and President-elect Ike. Relationship reportedly dates back to pre-World War II days. Incidentally, Mr. Gosden has told confidantes that recurring reports of retirement of team are premature.

TOUGHEST NUT currently before FCC is decision on merger of AM applicants for single TV facility in same market. At last Thursday's meeting, it considered joint application of WBML and WNEX Macon, Ga., but deferred issue another week to give members opportunity to consider further short rate benefits of immediate service against longer range aspects of issue which, some members feel, might retard vigor of competition between two AM operations which are partners in TV.

TO W. B. McGILL, advertising manager of Westinghouse Radio Stations, goes accolade for brightest election pun. When General Ike wound up his campaign at midnight last Monday in studios of WBZ-TV Boston, an energetic press photographer, attempting to move studio clock, caused it to drop on candidate's head (see picture page 38). Said McGill: "That was the nick of time."

DIRECTORS of Canadian Assn. of Broadcasters to present brief Nov. 12 to Canadian Prime Minister Louis St. Laurent and members of Canadian Cabinet at Ottawa. While details are secret, it will include requests that AM stations applications for TV stations be heard and for recognition of broadcasting and television as electronic publishing with same rights as press.

IN EFFORT to satisfy daytime lighting requirements of aeronautical industry on high towers used for TV, WFAA Dallas shortly will undertake demonstration of effectiveness of system utilizing high-intensity pulsed light. Demonstration will be conducted for 30 days for industry observers.

NEW TV APPLICATIONS

ONLY two television applications submitted to FCC Friday, one new and one re-filed. They are:

Buffalo, N. Y.—Buffalo-Niagara TV Corp., uhf Ch. 59, ERP 91.2 kw visual, 51.6 kw aural; antenna height above average terrain 425 ft., above ground 436 ft. Estimated construction cost about $200,000, first year operating cost $150,000, revenue $160,000. Principals include President **Charles R. Diebold** (⅓), president of Western Savings Bank of Buffalo; Vice President **Joseph Davis** (⅓), president and 75% owner of Joseph Davis Inc. (heating engineers and contractors), and Secretary-Treasurer **Vincent M. Gaughan** (⅓), Buffalo attorney. City priority status: Gr. B-4, No. 181.

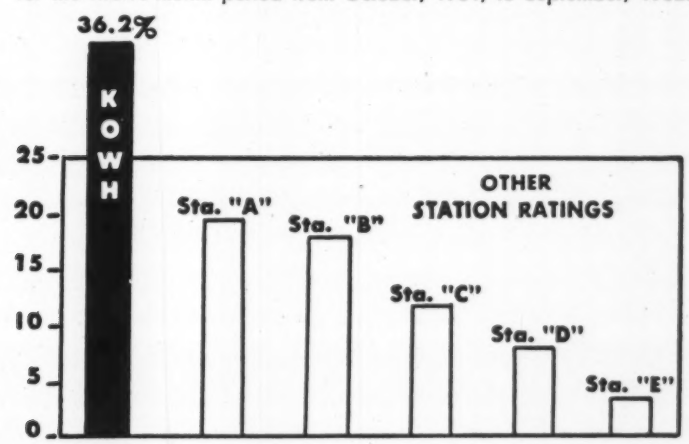
Wichita, Kan.—The C. W. C. Co. [re-filed application], uhf Ch. 16, ERP 198 kw visual, 105 kw aural; antenna height above average terrain 957 ft., above ground 989 ft. Estimated construction cost $136,512, first year operating cost $180,000, revenue $120,000. Sole stockholder is **Stanley H. Durwood,** Missouri-Kansas theatre operator. [Originally filed July 3; dismissed July 11.] City priority status: Gr. A-2, No. 6.

for more AT DEADLINE see page 114

All It Took was a Honest Buck...

To start an Indian war. His denial of having kidnaped a settler's child called a lie by a hotheaded young lieutenant, Cochise stalked from a meeting and ignored the shavetail's ultimatum to return. When the foolish soldier hung his brother in reprisal, the Apache Chief took his tribe on the warpath. It was later established his denial was the truth.

All it takes is a couple of honest bucks (a surprising few) to start an uprising in the Omaha, Council Bluffs area . . . an uprising sales record. Just invest them in spots on KOWH, sell to the big, "buy-happy" audience indicated by the Hooper averaged below for the twelve-month period from October, 1951, to September, 1952.



- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M. Monday through Saturday! (Hooper, Oct., 1951, thru Sept., 1952.)
- *Largest share of audience,* in any individual time period, of any independent station in all America! (Sept., 1952.)

Kowh
OMAHA

AIMS ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS

"America's Most Listened-to Independent Station"

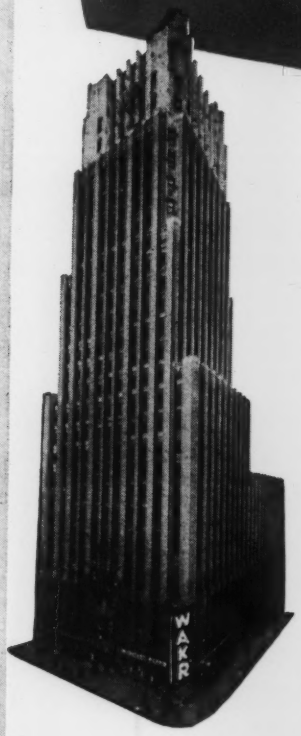
General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

AKRON'S **TOP** STATION

© 1949 WACKER
Always out in front

WAKR

TOWERS OVER AKRON



COMING!

WAKR-TV

Akron's FIRST TV Station

Ch. 49

© 1949, SUMMIT RADIO CORPORATION

5000 WATTS

ABC

Represented by Weed & Co.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

IN THIS BROADCASTING . . .

Agency Beat	12
Aircasters	66
Allied Arts	74
Dotted Line	99
Editorial	60
FCC Actions	106
FCC Roundup	111
Feature of Week	18
Film Report	95
Front Office	64
New Business	16
On All Accounts	12
Open Mike	21
Our Respects to	60
Programs, Promotion, Premiums	76
Telestatus	92

TELECASTING Starts on page 79

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TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.

Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy: 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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gambling on TV market clearances?

you can do better with SPOT— *much better*

When you buy on a Spot basis, there's no gamble on national coverage for your TV show. You're *sure* of these advantages: your own choice of markets . . . wholehearted station cooperation that translates itself into easier clearances . . . pleasing and uniform picture quality through film . . . savings in time charges— enough to cover film prints, their distribution and other costs.

Get the full details from your Katz representative.

THE KATZ AGENCY, INC • *National Advertising Representatives*

488 MADISON AVENUE, NEW YORK 22, NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT

MIRACLES MADE EASY

EZRA STOLLER

XUM

Television has always had to lead a sort of trailer-camp existence. There never was time to find out exactly what it was and what it needed for fluid, efficient production . . . for television was in too much of a hurry to pause for station identification.

All the same, miracles happened. Programs got on the air, in increasing dimension, to ever-increasing audiences.

It was clear at once that television was different from any other kind of show business—that it had driving demands of its own. Speed, for instance. Last year, our New York studios alone produced as many hours of program product in an average *week* as the Broadway theatre does in a *season*, or as Hollywood's biggest studio does in a *year*.

It was clearer still that television was different from any other advertising medium. It brought with it a staggering complexity . . . and a thundering impact, with the most direct and spectacular advertising results the world had ever seen.

But the miracles had to come off more easily, speedily, economically, so we built a factory for them to happen in . . . a factory where program product could flow on an assembly line, from idea to show-time.

It is called Television City. And in Hollywood on November 15, 1952, the assembly line begins full operation. Ready to produce programs as they must be done today—with almost the speed of the light on television's screens. Capable of growing in any direction this astonishing medium may take. Providing greater delight for its constantly swelling audiences . . . and a constantly better buy for its advertisers.

WDEF
CHATTANOOGA, TENNESSEE

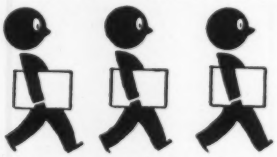
has more audience, all morning, in Chattanooga than the next two network stations combined!*

WDEF
CHATTANOOGA
1370 KC • ABC
5000 WATTS

CARTER M. PARHAM, Pres. • KEN FLENNIKEN, Gen'l Mgr.

* According to the latest available Hooper study.

Represented by BRANHAM



agency

ALFRED L. HOLLENDER, director of radio-TV, Citizens for Eisenhower, to Grey Adv., N. Y., as vice president and director of radio-TV [B•T, Oct. 27, 20].

Mr. Hollender

WILLIAM WALL, Cunningham & Walsh, N. Y., to Morey, Humm & Johnstone, same city, as writer in radio and television department.

PEGGY BAILEY, women's director, KGW Portland, to Blitz Adv., that city, as head of copy and research departments.

WRIGHT & Assoc., Chicago, has been changed to **WRIGHT-CAMPBELL Adv.** with inclusion of **DONALD L. CAMPBELL,** an active partner for past year and one-half.

EDWARD D. BROWN Jr., Pedlar & Ryan, N. Y., to radio and television department, Ted Bates & Co., N. Y.

on all accounts

HER STATUS as a middle sibling, between a younger brother and an older sister, is the psychological bulwark Ruth Babick uses when her non-advertising family needles her about the peculiarities of her business.

Miss Babick, a native Chicagoan who proves it with an eternal frown of disapproval at any local weather condition, handles most of the timebuying at the Earle Ludgin agency, working with Jane Daly, the only woman radio-television director for a large agency in the city.

Broadcast accounts include Best Foods' Rit and Shinola, which buy Garry Moore on CBS-TV; Jules Montenier, with its Stopette, Poof and Finesse, sponsors of *What's My Line?* on NBC-TV; McLaughlin's Manor House Coffee, which used the highly-praised *Stud's Place* locally for more than a year on ABC-TV, and Bendix Home Appliances, which is now bowing out of *The Name's the Same* on ABC-TV. Ekco Products, reportedly ready to venture into daytime TV with an audience participation show, formerly sponsored *The Goldbergs* and *Frank Sinatra Show.*

An extrovert "in the same kind of a family," Ruth Babick lives on the city's south side, using the menage as home base for her various ramblings. These include golfing expeditions.

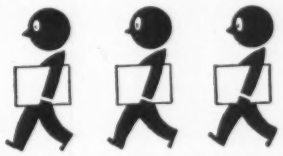
Exposed to Earle Ludgin's private collection of fine modern paintings in the office for the past seven years, she's developed a fondness for the art form and is diligently applying a water color brush twice weekly. She claims her immediate project, copying a picture of Italian ruins, has ruined the ruins to the point where no Italian would recognize them. Among her activities, she enjoys the theatre, music and books. She reads avidly detailed reports of court cases (especially those involving mayhem) and Mickey Spillane's mysteries.

Miss BABICK

Advertising, radio and TV, however, outrank all Mr. Spillane has to offer. Calmly enthusiastic about all, even after a hectic seven years, she retains the absorbed interest in radio she had at the age of 13 when she handled public service spots for the Chicago Board of Education. She went to Ludgin as secretary in answer to a newspaper ad, and in two years' time was buying some of the same.

She loves to travel, and plans a trip to Mexico next year, where she optimistically figures she'll be able to take advantage of concentrated study of Spanish at the Latin-American Institute.

beat



FRANK A. KEARNEY and **DONALD GILL**, both account executives, and **JAMES J. TENNYSON**, copy chief, elected vice presidents of Geyer Adv., N. Y.

Mr. Tennyson

Mr. Gill

Mr. Kearney

HENRY HILLMAN, director of public relations, William H. Weintraub & Co., N. Y., has resigned effective Nov. 21 to open own public relations office in New York on Dec. 1.

WALTER BOWE, chief timebuyer, Hewitt, Ogilvy, Benson & Mather, N. Y., father of boy Oct. 31.

GRANT Adv. of Canada Ltd., moves to 90 Richmond St. West, Toronto.

JAMES FISHER Co. Ltd., Toronto, moved to new offices at 215 Victoria St. Telephone is Waverley 8091.

JANE RIDLEY, timebuyer, Irwin Co., Beverly Hills, and **JACK JENNINGS**, account executive, KHJ-TV Hollywood, will be married Nov. 22.

PETER FINNEY, vice president Harry B. Cohen Adv., N. Y., has been placed in charge of all radio-TV activities except timebuying, which continues to be headed by Mary Dunlavey.

GEORGE K. ALLISON, media director, and **JESSIE F. WILLSEY**, secretary to **WALTER BUNKER**, vice president in charge of radio-TV, Young & Rubicam Inc., Hollywood, were married Oct. 25.

GRANT ADV. Inc., Hollywood, moves to 1680 Vine St. Telephone is Hollywood 9-5371.

ARNOLD Z. ROSOFF elected president, Arnold & Co., Boston, replacing **OSCAR E. RUDSTEN** who has resigned.

MARY MORISS, agency producer for Biow Co., Hollywood, on CBS-TV *Racket Squad* (Philip Morris cigarettes), adds similar duties on NBC-TV *My Hero* (Dunhill cigarettes).

ERIC STIGLER, assistant copy chief, Schwimmer & Scott, Chicago, to creative staff, Beaumont & Hohman, same city.

Guests at Gardner Adv. 50th anniversary party included (l to r) Harry C. Kopf, vice president in charge of NBC's Central Div.; Gordon Mills, sales manager of radio at NBC Chicago; Bill Fisher, vice president in charge of radio and television for Gardner, and George Diefenderfer, network account executive, NBC Chicago.

you get that PERSONAL-ITY TOUCH...

plus on

WMAL SPOT PARTICIPATION PROGRAMS

THE MODERN WOMAN PROGRAMS
AM-FM 11:30 AM DAILY
TV 3:30 PM DAILY
RUTH CRANE

JERRY STRONG SHOWS
AM-FM 4 TO 6 PM DAILY
AM-FM 11:15 PM TO 12:30 AM DAILY
JERRY STRONG

THE JIM GIBBONS SHOWS
AM-FM 6:15 PM DAILY
TV 7 PM DAILY
JIM GIBBONS

MISS RUTH ANNE
POPULAR CHILDREN'S SHOW
TV 4 TO 5 PM DAILY
RUTH ANNE

SHERMAN BUTLER SHOWS
AM-FM 2 TO 4 & 8 TO 9 PM DAILY
TV 1:30 TO 2 PM DAILY
SHERMAN BUTLER

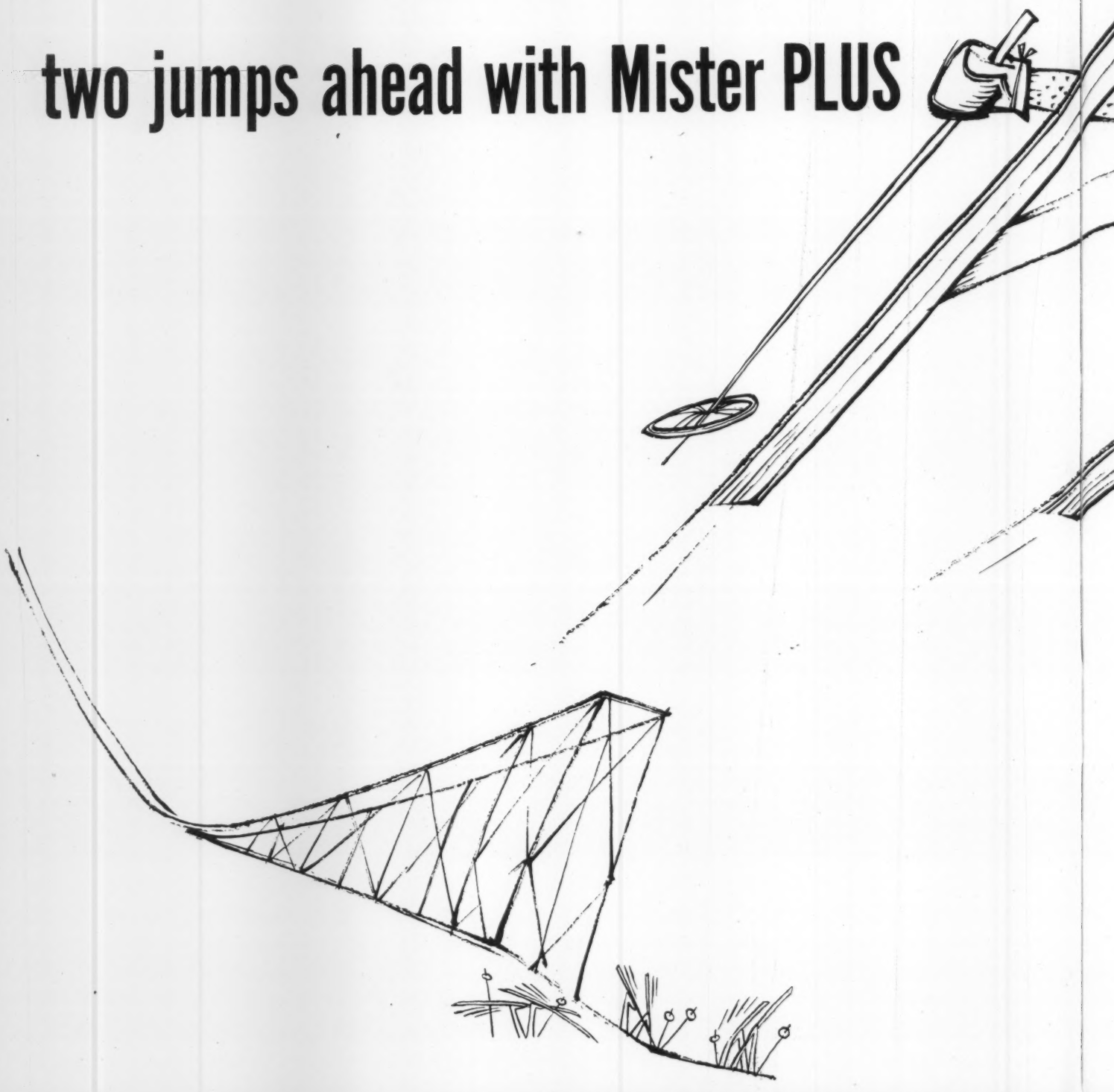
FIVE O'CLOCK THEATRE
FEATURE FILMS
TV 5 TO 6 PM DAILY
MILTON Q. FORD

. . . . featuring popular LOCAL personalities
whose personal endorsement
of your product
gives it that BONUS acceptance needed
for MAXIMUM sales results.
Let WMAL's PERSONAL-ITY TOUCH
"touch off" GREATER SALES for YOU!
Call or wire The Katz Agency, Inc.
or WMAL Sales Department.

WMAL AM FM TV

THE EVENING STAR STATION IN WASHINGTON, D. C.

two jumps ahead with Mister PLUS

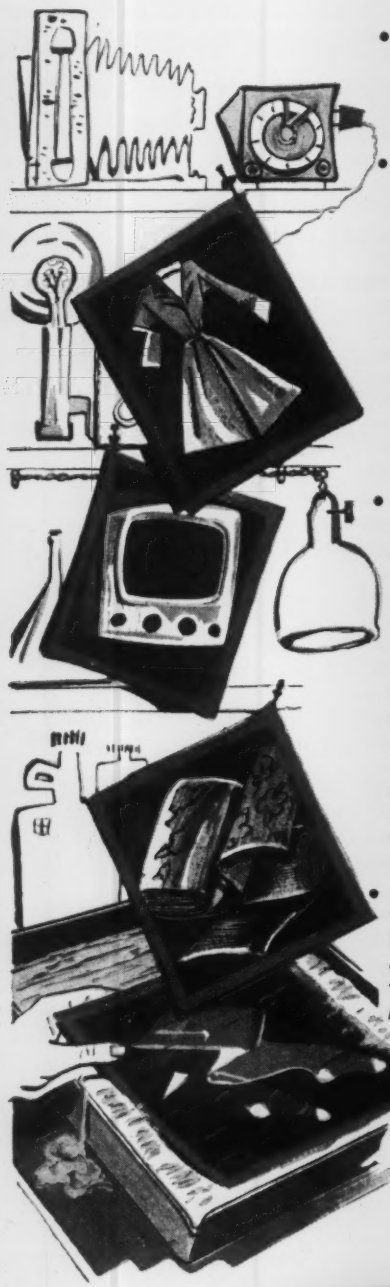


XUM

These days, when you either stay one jump ahead or fall flat on your sitzmark, MISTER PLUS is keeping his clients two jumps ahead. First, he assures them a **2-to-1 listener preference throughout Non-TV America.** That's the Mutual margin over the second-best network, as measured by a recent, 1,000,000-interview study of the 17,000,000 radio-only homes beyond reach of TV. And second, MISTER PLUS offers his clients **the only network rate structure that's adjusted to the true strength of radio, market by market,** for all America's 43,000,000 radio homes. Your sales can jump furthest ahead, at lowest cost, on Mutual, the Plus Network!

Mutual Broadcasting System · 1440 Broadway · New York 18 · LOngacre 4-8000

WDSU DEVELOPS *More* OUTSTANDING SALES SUCCESSES!



- Yes . . . here in New Orleans, WDSU has once again demonstrated its power to produce *greater* sales for dollar wise clients.
- Here are the facts: to determine the advertising effectiveness of WDSU, completely separate and individual tests were conducted by four of New Orleans' leading retail stores,* Each store selected its own test item among which were brunch coats, television sets, cotton piece goods and women's hosiery. For the tests, an equal advertising budget was allotted to both WDSU and to a competing medium.
- In each store, an impartial survey group—Advertising Research Bureau, Inc. — interviewed customers who had been attracted by the advertising. Results of these individual surveys revealed that WDSU attracted from 12.5% to 27.4% *more* people to the stores than the competing medium. And in total dollar volume — WDSU's radio customers spent from 17.6% to 23.1% *more* than did customers of the competing medium.
- If *your* sales picture is in the "dark room"— dollar for dollar,— WDSU can "develop" greater sales for *you* in the "Billion Dollar New Orleans Market".

*(We'll gladly send you complete details upon request.)

• Write, Wire or Phone Your JOHN BLAIR MAN!

AM TV FM WDSU NEW ORLEANS NBC

new business

Spot • • •

SUNKIST GROWERS, L. A. (frozen orange juice), starts radio-TV spot announcement campaign for two weeks from Nov. 16. Radio includes 55-, 60- and 20-second transcribed spots weekly on KNX KFI KECA KHJ and KLAC that city. TV includes 13-, 60- and 20-second filmed spots weekly on KNXT (TV) KNBH (TV) and KTLA (TV) that city. Agency: Foote, Cone & Belding Inc., L. A.

BURLINGTON MILLS, N. Y. (Cameo stockings), currently running 13-week spot announcement campaign, considering expanding length of time for spot radio schedule. Agency: Donahue & Coe, N. Y.

UNITED AIR LINES, Chicago, sponsoring three-week schedule of five-a-week spots in Reno, (Nev.), Fresno, Salinas, Stockton, Sacramento and Bakersfield, (all Calif.), to promote start of new Mainliner Convair service. Agency: N. W. Ayer & Son, Chicago.

DRUGGISTS SUPPLY Corp. will sponsor two-week Christmas promotion campaign in 150 markets effective Dec. 1 except in Texas and Oklahoma where campaign begins Dec. 8. Agency: Ruthrauff & Ryan, N. Y.

INTERNATIONAL PRODUCTS Corp., L. A. (Uprite freeze home & ranch freezers), scheduling 20-second spot announcement campaigns on KNXT (TV) KHJ-TV and KTTV (TV) Hollywood with other stations to be added. Agency: Noble Adv. Co., L. A.

HILLMAN MINX (cars) preparing annual spot campaign in New York, Lakeland, Fla., and parts of California. Agency: Anderson & Cairns, N. Y.

Network • • •

ROSEFIELD PACKING Co., Alameda, Calif. (Skippy peanut butter), renews *You Asked For It* on ABC-TV, Sun., 7-7:30 p.m. EST, for 52 weeks from Dec. 7. Agency: Guild, Bascom & Bonfigli Inc., S. F.

TONI Co., Chicago (Toni home permanents, Tonette, and White Rain shampoo), sponsoring Mon.-Fri. 3:15-3:30 p.m. segments of *Tennessee Ernie* over ABC radio, Mon.-Fri., 2:30-4 p.m. EST for 13 weeks. Agency: Weiss & Geller, Chicago.

DERBY FOODS Inc., Chicago, sponsoring adventure film series, *Sky King*, over ABC-TV alternate Sats., 11:30-12 noon EST, for 52 weeks. Agency: Needham, Louis & Brorby, Chicago.

S. C. JOHNSON & SON, Racine, Wis., will sponsor *The Name's the Same* on ABC-TV from Dec. 2. Johnson will alternate weekly sponsorship with C. A. Swanson & Sons, Omaha (poultry). Show will be moved to Tues., 9:30 to 10 p.m. CST. Agency for Johnson: Needham, Louis & Brorby, Chicago.

DERBY FOODS, Chicago (Peter Pan peanut butter), has signed for *Sky King* film series on ABC-TV for 52 weeks from Nov. 8, Sat., 10:30-11 a.m. CST. Agency: Needham, Louis & Brorby, same city.

WESTINGHOUSE ELECTRIC Corp. signs for two daytime half-hours a week on CBS-TV, to present *Freedom Rings*, audience participation program (Tues., Thurs., 2-2:30 p.m. EST). Starting date to be announced. Agency: Fuller & Smith & Ross, N. Y.

WALTER H. JOHNSON CANDY Co., Chicago (Powerhouse candy bars and other products), will sponsor *Rootie Kazootie* on ABC-TV Sats., 10:30-11 a.m. effective Jan. 3. Program formerly was Sats. on NBC-TV, 5:30-6 p.m. and has been on that network since initial show in October 1951. Agency: Franklin Bruck Adv., N. Y.

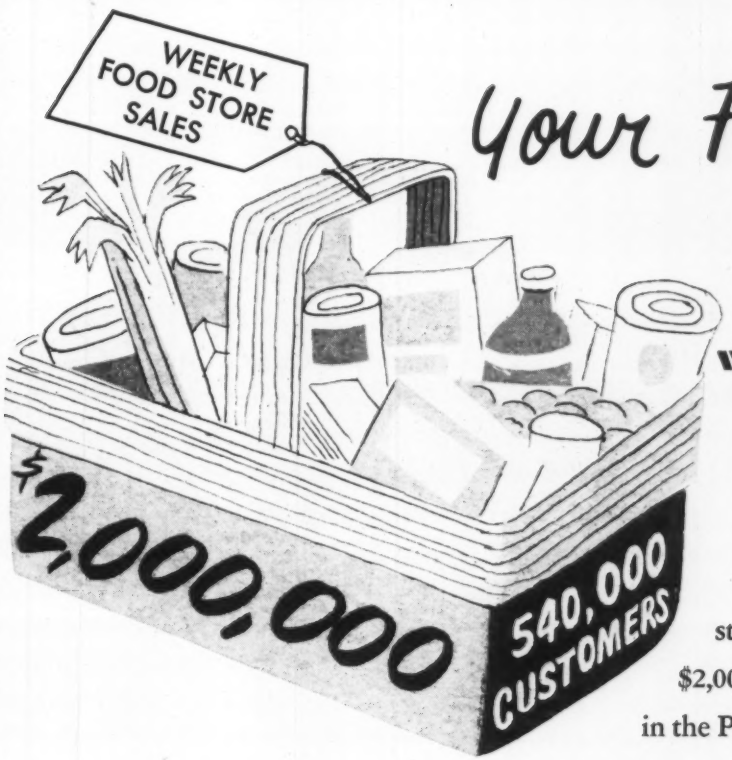
Agency Appointments • • •

CANNON MILLS appoints N. W. Ayer & Son, N. Y., for stockings, towels and bedspreads, effective Jan. 2.

ALCOHOLIC RESEARCH INSTITUTE OF LOS ANGELES (sanitarium) appoints George Patton Co., Beverly Hills. Radio-TV will be used.

SEE'S CANDY SHOPS Inc., L. A. (California chain), appoints Geoffrey

(Continued on page 18)



Your Food Store Sales

Get an EXTRA boost in the **PORTLAND-METROPOLITAN** area with

"KEX-*tra* VALUES"

A complete merchandising service by a trained staff that has for five years worked directly with the biggest and best stores in the Portland area. *Every week* these stores attract 540,000 customers who spend nearly $2,000,000. This represents 60 per cent of the total food sales in the Portland area.

"KEX-*tra* VALUES" Service gives you:

- ★ Weekly calls on all stores in the group.
- ★ Improved shelf position for YOUR product display.
- ★ Checking and maintaining YOUR point-of-sale displays.
- ★ Identification with KEX special point of sale display—and top radio show—"Something for the Girls."
- ★ Continuous stock inventory for the grocer and YOUR sales representative.
- ★ Detailed report of activity on YOUR product every 30 days.

Available to advertisers on the KEX afternoon program "Something for the Girls", featuring George McGowan.

GET YOUR SHARE OF THIS $2,000,000 WEEKLY FOOD STORE EXPENDITURE

Back up all of your advertising efforts with time-tested "KEX-tra VALUES" Merchandising Service where it really counts—AT THE POINT OF SALE!

For additional information contact KEX Sales or FREE & PETERS

ABC AFFILIATE IN PORTLAND

KEX

Oregon's *Only* 50,000 Watt Station

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Here's Archer!

GENE ARCHER

WRC's Gene Archer, to be exact. With the individual music of the Cliff Quartette, **plus** Gene's own brilliant baritone style, "Here's Archer" is the only radio program in Washington **regularly** featuring live music.

Participation in this choice time period (1:45 - 2:15 PM, Monday through Friday) promises business in Washington. An impressive list of current national spots, including Cuticura, Sunbeam Bread, Hal's Beer amply supports Gene's selling story.

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capital, for Gene is known about town not only as a radio artist but as a featured star in theatres and supper clubs.

There's a lot of SELL in a $22.50 participation on "Here's Archer" . . . . contact the WRC Sales Department or NBC Spot Sales for the few remaining availabilities.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

980 KC • 93.9 FM

Represented by NBC Spot Sales

feature of the week

WNAB Bridgeport has launched a 15-minute Monday-Friday program, *Behind the Scene*, that takes listeners to a local advertiser and stresses the over-all theme: "Radio reaches more people more often than any other medium at less money."

The series began on Oct. 1, and according to Commercial Manager Ray Colonari the response has been overwhelmingly favorable. Mr. Colonari reports that "people who have been dead set against using radio advertising are calling us up about a possible advertising radio schedule for them."

Scheduled in the 12 noon-12:15 p.m. time slot, the program starts with announcer Bill Edwardson summarizing radio's growth through the years in news, sports and music. Interspersed with his summary is an enunciation of the theme of radio advertising superiority.

High spot of each show is a five-minute interview with a sponsor, sometimes national and other times local, who uses time on WNAB. For these chats, Mr. Edwardson goes directly to the place of business of the manufacturer, dealer or distributor, who tells a story about his product, his firm and the role radio has played in his company's plans.

Mr. Colonari noted that the program not only promotes the station's advertisers, but also serves as a vehicle to promote radio advertising itself.

New Business

(Continued from page 16)

Wade Adv., Hollywood. **FRANK RHYLICK** is account executive. TV is being used.

TROY LAUNDRY Co., L. A., appoints Philip J. Meany Co., that city. Spot announcement campaign has started on KBIG Avalon and KHJ Hollywood.

CALIFORNIA TURKEY PROMOTION ADVISORY BOARD, Fresno, appoints Lee & Assoc., L. A. **LEO PEARLSTEIN** is account executive.

AMERICAN SCIENTIFIC LABS., Madison, Wis. (biologics, pharmaceuticals and pesticides), names Calkins & Holden, Carlock, McClinton & Smith, N. Y., effective Jan. 1.

GIFT CREATIONS Co., North Bergen, N. J., names Preston-Merrill Adv., N. Y., for radio and television participating spots in children's shows.

AVIATION ELECTRONICS Ltd., Montreal (DuMont TV receivers), appoints Walsh Adv. Co. Ltd., Montreal.

DOWNTOWN-FIGUEROA ST. NEW CAR DEALERS Assn., L. A., appoints Ruthrauff & Ryan Inc., Hollywood. **HENRY W. BARLEY** is account executive.

Adpeople • • •

LOU E. TOWNSEND, vice president in charge of advertising, Bank of America, S. F., has retired.

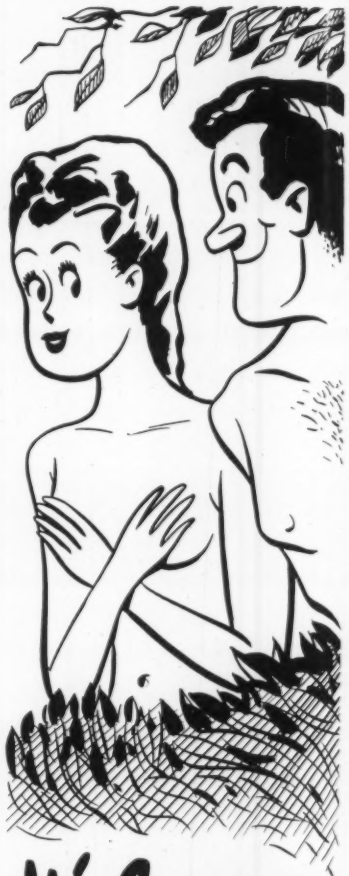
S. JAY MILLER, account executive, Shaw-Shon Adv., N. Y., and recently discharged from Armed Forces, to Tubing Appliance Co., L. A. (TAC tools), as advertising manager.

JAMES A. BARNETT, consumer relations vice president and a director of Lever Bros. Co., N. Y., appointed by Advertising Council as volunteer coordinator of advertising campaign for 1953 Red Cross Fund Drive.

LEON MARSHALL to advertising department of Insuline Corp. of America, Long Island City, N. Y., as assistant to **ALFRED S. CHAMBERS**, advertising manager.

GERHARD EXO, advertising and sales promotion manager, Diamond Crystal-Colonial Salt Div., General Foods, named associate manager of company's Gaines Dog Food Div. He succeeds **HOWARD GORMAN**, who recently was promoted to sales and advertising manager.

W. J. PLUMMER, advertising manager, Sears, Roebuck & Co., L. A., named to Christmas Seal Fund Committee of L. A. County Tuberculosis & Health Assn.



It's Coverage that Counts!

"Cover up girl" said Adam to Eve, "we're going out into the world." Like any good time buyer, Adam knew the value of coverage. That's why you'll do well to get the facts about this mining-manufacturing market of nearly 400,000 Adam's and Eve's. Here in America's 48th market, there are 94,100 radio homes. Retail Sales . . . $361,371,000. Wholesale Sales . . . $220,000,000.

Headley-Reed, Representative

WBRE
WILKES-BARRE PENNSYLVANIA
AM-FM AFFILIATE

Take a GOOD look at radio in Kentucky!

In Kentucky, you don't have to "cover the State" to do a really swell radio job. 55.3% of Kentucky's retail sales, 51.3% of its food sales, 59.8% of its drug sales are made in the compact area covered *daily* by WAVE, alone.

Yet WAVE's rates are *low* — are based on 5000 watts of power. It just so happens that 5000 watts give you all the juice you need to cover this *golden* part of Kentucky, plus an important hunk of southern Indiana (with *another* quarter billion dollars in effective buying income!).

Ask Free & Peters to show you how *little* competition WAVE has. *And* the "exclusive accounts" who've found that it pays to use WAVE!

WAVE

5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., *Exclusive National Representatives*

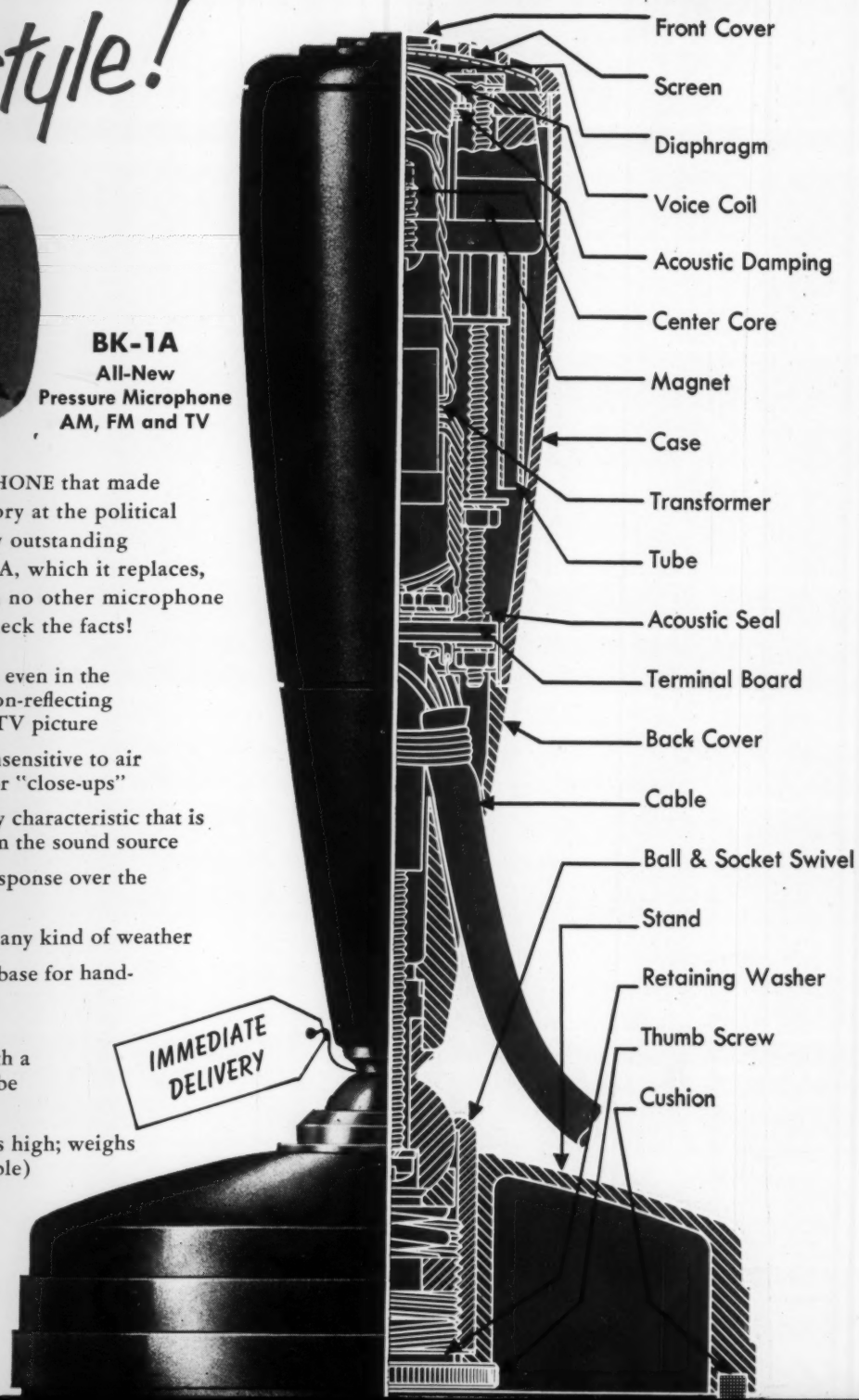
New Pressure Microphone

TV style!

BK-1A
All-New
Pressure Microphone
AM, FM and TV

THIS IS THE NEW MICROPHONE that made broadcast and television history at the political conventions. It includes every outstanding characteristic of the RCA 88-A, which it replaces, plus new advantages found in no other microphone in its price range or class. Check the facts!

- Type BK-1A is unobtrusive, even in the "close-ups." New styling, non-reflecting finish blends right into the TV picture
- Type BK-1A is absolutely insensitive to air blast and vibration—ideal for "close-ups"
- Type BK-1A has a frequency characteristic that is independent of distance from the sound source
- Type BK-1A has uniform response over the essential audio range
- Type BK-1A can be used in any kind of weather
- Type BK-1A detaches from base for hand-announcing (it can also be mounted on floor stands)
- Type BK-1A is equipped with a ball-and-swivel mount—can be turned in any direction
- Type BK-1A is only 8 inches high; weighs just 19 oz. (less base and cable)



For details and delivery information on this new remarkable semi-directional microphone, call your RCA Broadcast Sales Representative

RCA

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

open mike

No Wife Beating Here

EDITOR:

. . . on John Fetzer's newly announced policy on crime programs [B•T, Nov. 3] . . . I am a little bit surprised . . . that Mr. Fetzer's action is looked upon as a novelty.

WSAZ-TV first went on the air Oct. 24, 1949 and, with some minor aberrations, we have pursued this wonderful new policy of Mr. Fetzer's since that time.

So strongly have we felt on this subject, and so honest has been our effort to maintain a policy of decency ahead of commercial, that we cancelled Lever Brothers program *The Clock* and Admiral's *Lights Out*, because of their unnecessary gruesomeness, way back in 1950 when a commercial program was a rarity and our ledgers showed a great deal of red ink.

My greatest crime has been looking upon this course as a normal one to be expected of any honest broadcaster rather than to shout piously from the rooftops: "Hey, look! I just stopped beating my wife." . . .

L. H. Rogers,
Vice President
WSAZ Huntington, W. Va.

* * *

Color Standards

EDITOR:

. . . You will be pleased to know that we are beginning to design our Tenth Anniversary Brochure which will be released on Oct. 27, 1957. It will be an expensive job because some of the photographs will be in color (525/30 standards).

E. K. Jett
WMAR-TV Baltimore

[EDITOR'S NOTE: Mr. Jett is vice president and director of television for the Sun Papers of Baltimore and should know whereof he speaks. He was successively chief engineer, commissioner, and interim chairman of the FCC before putting WMAR-TV on the air five years ago.]

* * *

Commissioner and TV

EDITOR:

Our thanks to your news item on Eugene H. Merrill for bringing out a long-suspected fact about appointees to the FCC.

If Mr. Merrill holds television in such repute as to ban it from his home, how can he sit in judgment of the very life of the medium? Just what better qualification for a Commissioner can there be than a practical, everyday working knowledge of his subject?

Commissioner Merrill fears the adverse effect of TV on his children. This magazine and the numerous children's entertainment and educational show planners can easily prove the unending benefits his children are missing without TV.

If Commissioner Merrill objects to certain shows for his children, why couldn't he simply turn them off? Why condemn all the brilliant work devoted to planning television fare for the children?

And what we're wondering is just how much of this negative thinking prevails in the Commission. It would be a definite service by BROADCASTING • TELECASTING to make a survey report.

Arthur Borowsky, Editor
TV Digest
Philadelphia

[EDITOR'S NOTE: To keep record straight, we can report that Comr. Merrill is planning to buy a TV set for his home and has one in his office. Moreover, it wasn't Comr. Merrill, but Mrs. Merrill who made comment on TV's effect on children. Also for record, other six members of FCC have TV sets in offices and homes and have had from days of experimental telecasts.]

* * *

Leo's Leap

EDITOR:

Your OPEN MIKE column in the October 20th issue intrigues me. Certainly Animal Act 3 is a debate between a gang of Johnny-Come-Latelys. I believe it was in 1932 WBZ Boston with Cy Young and Hap Myers in charge had an interview with a lion in their Hotel Bradford studios. The lion was the famous Leo of MGM fame, and he broke up the interview in a spectacular fashion when he leaped from his stool through the control room window and out into the hall of the hotel.

Incidentally, Leo was very embarrassed about the whole event. All he wanted was the peace and quiet of his own cage. So, there was no damage done, except to the window and the nerves of the participants. This I think should settle all lion interviews.

Fran Conrad
ABC, Hollywood

[EDITOR'S NOTE: This, positively, is the letter to end all letters on lion interviews. We feel we're on safe ground, since Fran Conrad is the son of the revered Dr. Frank Conrad, the father of broadcasting who, in 1920, put KDKA on the air. We are confident that Dr. Conrad did not experiment with lioncasting in those aborning days of radio.]

* * *

U. of Denver Policy

EDITOR:

WOULD LIKE TO CLEAR UP ONE MISUNDERSTANDING IN YOUR EXCELLENT STORY ON DENVER UNIVERSITY TELEVISION POLICY. AS TITLE INDI-

(Continued on page 46)

one low rate "corners" this

great West Virginia Market

Here's the lush potential in "Personality's" half-millivolt area alone!

TOTAL POPULATION	992,994
TOTAL FAMILIES	250,337
RETAIL SALES	$543,571,000
FOOD SALES	$111,735,000
GENERAL MERCHANDISE SALES	$80,496,000
FURNITURE AND HOUSEHOLD GOODS SALES	$29,969,000
EFFECTIVE BUYING INCOME	$965,894,000

Source — U.S. Census and BMB Survey, 1950

POWER	Two power-packed stations to provide a double "knockout" punch . . with FM for good measure.
PROGRAMMING	The best in ABC and CBS network radio, plus a local flavoring of programming and news.
PROMOTION	Publishing monthly audience-building consumer magazines to help promote your program and product.
EXPERIENCE	Operated jointly and staffed by competent, capable personnel who live . . and love . . radio.

it costs less when you use "Personality"

WJLS
WJLS-FM
BECKLEY — 560 KC
CBS Radio Network Affiliate
1000 W DAY • 500 W NIGHT

WKNA
WKNA-FM
CHARLESTON — 950 KC
ABC Radio Network Affiliate
5000 W DAY • 1000 W NIGHT

the personality stations

Joe L. Smith, Jr., Incorporated • Represented nationally by WEED & CO.

from WGAL-TV's *kitchen door...*

Mrs. Lounsbery is well-qualified to preside over these authoritative kitchen doings. Before coming to WGAL-TV, she was in charge of catering and banquets at the Larchmont Yacht Club and the Commodore Perry in Toledo. She has also spent several years in Europe studying European cooking and menus.

Into the homes of thousands of enthusiastic Pennsylvania housewives comes capable Carriebelle Lee Lounsbery each weekday at 1 p.m., bringing with her—"From the Kitchen Door"—tempting new recipes, budget tips, party ideas and homemaking hints. An outstanding program in an outstanding market, "From the Kitchen Door" continues—after 2½ successful years—to enjoy the confidence and devoted support of homemakers throughout the Lancaster, York, Harrisburg, Lebanon and Reading areas served by WGAL-TV.

WGAL-TV

Lancaster, Pennsylvania

A Steinman Station
Clair R. McCollough, Pres.

Represented by

ROBERT MEEKER *Associates*

New York Chicago Los Angeles San Francisco

BROADCASTING

Vol. 43, No. 19 NOVEMBER 10, 1952

IMPORT OF IKE'S SWEEP

May Usher in New Broadcast Era

By SOL TAISHOFF

THERE will be changes made in the regulation of communications when Dwight D. Eisenhower assumes office next January—changes that augur less Government in the broadcast business and less politics in regulation.

Expected to come almost automatically will be two changes on the FCC—a new chairman and at least one additional Republican commissioner. They will be the replacements for Chairman Paul A. Walker, Oklahoma Democrat, who may stay on as a commissioner until his term expires next June, and for Eugene H. Merrill, Utah Democrat, who gambled on a Stevenson victory by accepting a recess appointment—and lost.

The logical presumption is that Vice Chairman Rosel H. Hyde, Idaho Republican, who rose from a legal clerkship at the old Federal Radio Commission, will be elevated to the chairmanship. Only last May he was approved unanimously by the Senate Interstate Commerce Committee for a new seven-year term. The Senate followed suit.

Because President-elect Eisenhower is essentially a conservative, it is deduced that he will condone no left-wing slanting by agencies in his administration—the FCC significantly included. Those close to him say he will not tolerate playing of politics in allocations, having in mind the latent prospect of favoritism in allotment of TV facilities—hottest issue confronting the FCC.

Under GOP for First Time

The FCC, for the first time since its creation in 1934, will function under a Republican administration. President Roosevelt, in his first term, appointed the first Commission. It has been New Deal-Fair Deal-controlled since. Its staff is preponderantly Democratic. And it has a reputation, in Congress, of being one of the most incorrigible of the agencies of Government.

Except for the political balance on the FCC itself, which will be switched from Democratic to Republican, changes at the staff level are expected to come gradually. The responsibility in large measure will devolve upon the new chairman. But it's generally recognized that, even in these times of manpower shortages, those Democrats holding patronage posts will go.

Among these, it is reasoned, are such figures as Benedict P. Cottone, general counsel, who often has been at loggerheads with the erstwhile Republican minority, and Secretary T. J. Slowie, who has served from the FCC's beginning, but seldom has been seen at FCC meetings. Engineering and accounting staffs, it is thought, might not be touched, but the Broadcast Bureau, cloaked with broad authority under last year's reorganization, could well be hit.

Signs of unrest at the FCC were apparent as early as last Wednesday, after the Eisenhower tidal wave had carried his party to the greatest victory in history. It is reported that at the Wednesday morning session of the FCC, the dire consequences of the election was the prime topic, with tart language abounding.

Ike's Brother

Who will be the man behind the man at the White House most likely to exercise influence in communications matters? The quick answer appears to be Gen. Ike's younger brother, Milton, now president of Penn State, who has a record of government service identified with public information which

(Continued on page 48)

IKE gives his victory smile as he faces the microphones and cameras in the small hours of last Wednesday morning.

* * *

May Be Policy Makers for Radio-TV

WHEN the Eisenhower Administration takes over Jan. 20, here are some of the personalities likely to appear on the federal scene in new positions of responsibility with influence upon the destinies of broadcasting and telecasting:

ROSEL H. HYDE, Idaho Republican, best bet for elevation to the chairmanship of the FCC. (This would be in succession to Oklahoma Democrat Paul A. Walker, whose term as Commissioner expires next June 30, but whose tenure as Chairman terminates at the pleasure of the President.)

DR. MILTON EISENHOWER, president of Penn State, youngest brother of the President-elect, who, whether or not he holds Federal office, is destined to be the President's closest adviser on matters pertaining to radio, press and public relations.

MAJ. GEN. WILTON B. PERSONS, long-time associate of Gen. Ike's and his executive officer at NATO. He is expected to have an important White House status, either as military aide or as top secretary. He was for years the Army's Congressional liaison officer, and has wide following on Capitol Hill and in public life.

SEN. CHARLES W. TOBEY (R-N.H.), slated for chairmanship of Senate Interstate & Foreign Commerce Committee. A ferocious prosecutor, he has had it in for FCC, notably on FM's failure to flower; is close friend of Dr. E. H. Armstrong, FM's inventor, and has worked closely with former Democratic leadership of committee.

REP. CHARLES W. WOLVERTON (R-N.J.), who resumes chairmanship of House Interstate & Foreign Commerce Committee. An old-timer, he has never evinced great interest in radio, although he comes from Camden, home of RCA Victor. No great change from chairmanship when in hands of Rep. Robert Crosser (D-Ohio) who becomes senior minority member.

VOTE DRIVE

Radio-TV Proved Super Salesmen

By J. FRANK BEATTY

RADIO and television, master salesmen of the media world, emerged from "the biggest election in history" with a heavy share of credit for the record Presidential vote.

Tribute was paid broadcasters and telecasters by Thomas D'Arcy Brophy, chairman of the board of Kenyon & Eckhardt, and president of American Heritage Foundation. He joined other foundation officials in praising the two media for leading the drive that brought about "the greatest single expression of public opinion in the nation's history."

The six-month nonpartisan barrage of radio and TV programs and announcements [B•T, Oct. 13] wound up with around 60 million ballots cast. Equally impressive to the foundation was the fact that 80% of registered voters cast their votes, an unpredecented achievement.

13 Million Gain Estimated

Final figures are expected to show nearly a 25% increase in votes over 1948, a gain of 13 million.

These figures tell the story of a triumphant sales job by private industry, conducted without the help of government, according to Clyde Vandeburg, AHF executive director.

"Everyone said a year ago it couldn't be done," he said, recalling early predictions that a 55 million vote could be brought out.

"The free enterprise system brought out 60 million votes, using the tools it has long had available," he added.

Radio and TV drew lavish compliments for their sales effort in turning out the vote. Also emphasized was their role as the most potent school teacher ever known—a role they carried out by presenting the issues and candidates for all citizens to observe and study.

All Americans had the chance to sit right in the middle of major events as they happened, as spectators or auditors, it was pointed out. This chance was given them by means of 110 million radio sets and more than 19 million television receivers.

The radio-television campaign was handled in cooperation with AHF by an NARTB national industry committee comprising state chairmen and staffed by broadcasters. John F. Patt, president of the Goodwill Stations, served as national radio-TV chairman. In charge at NARTB headquarters was Robert K. Richards, assistant to the president and public affairs director. John H. Smith Jr. was NARTB campaign coordinator.

Overall direction of the foundation's campaign was in charge of Mr. Brophy. NARTB President Harold E. Fellows directed the association's participation.

Impressed by the way radio and television brought out the citizenry last week, Mr. Brophy told BROADCASTING • TELECASTING the two media influenced many millions of voters to register and then to cast their ballots at the polls. He said:

Tuesday's record vote, the greatest single expression of public opinion in the nation's history, was stimulated by the efforts of more than 50 national nonpartisan organizations with more than 26 million members.

The efforts of these organizations, coordinated by the American Heritage Foundation, were part of the nation-wide campaign begun a year ago this month to demonstrate a basic advertising premise—that people will act if they are informed and inspired.

With the cooperation of The Advertising Council and the NARTB, the foundation was able to deliver register and vote appeals into every home in the nation with great frequency and high effectiveness. Many millions of new voters were influenced to register by this public service activity of the networks and individual radio and television stations and many more millions of voters can be credited to this "Vote as you please but vote" campaign.

Democracy is at its best when the majority of citizens express their will at the polls. The result of months of campaigning over radio and television emphasizes that citizens will measure up to the responsibility of voting when they are fully informed.

Radio and television deserve the praise of all citizens for this great contribution to a better appreciation of the importance of active personal citizenship.

Radio-TV Leadership

Commenting on the leadership of radio and TV in the vote-getting movement, Mr. Vandeburg said broadcasters, aural and visual, "by their intensive effort did the best job in our entire history of acquainting the people with facts about the issues and about the candidates." He said:

Radio and TV were the most nearly nonpartisan of all media of communication.

Because of its impartiality and flexilibity, radio was enabled to help election officers and facilities in communities everywhere by giving guidance to the voters from hour to hour right up to the time the polls closed.

Television added something absolutely new to the important business of educating prospective voters and saving them time and even embarrassment by showing people, in actual demonstrations via TV sets, just how to vote, especially through the use of the voting machine.

Under the leadership of Chairman Patt, radio and television people in communities all over America not only broadcast campaign copy but also went out into the home communities as active citizens to work toward the record-breaking turnout we all witnessed with gratification Nov. 4.

The foundation required the serv-

(Continued on page 56)

ELECTION COVERAGE:

	Page
What G.O.P. Sweep Means to Radio, TV	23
Big Vote Tribute to Broadcasters	24
Changes That Will Influence Media	24
The Election Tab	25
New Leaders in Congress	26
Committee Leadership Changes	26
Networks Coverage	27
Democrats Charge News Suppression	27
Station Coverage Outstanding	28
Ed Ingle Sketch	60
Gov. Dewey's 18 Hours on TV	84

Herblock in *The Washington Post*

GOVT. FACELIFT

Has Radio-TV Aspects

FACELIFTING among federal agencies involving personnel and policy will be viewed with keen interest by broadcasters and related industries in the months to come.

The greatest upheaval in political history within the past 20 years is certain to result in wholesale changes that touch intimately on the welfare of station licensees, advertising agencies, trade groups and a host of other organizations.

Involved are such aspects as labor relations, advertising practices, international broadcasting activities, civil defense liaison, telecommunications and public information operations, not to mention FCC-licensee relations (see separate story) and a turnover of key government officials identified with broadcasting.

Expected changes will affect not only the top-level cabinet posts but also appointees serving in such key government agencies as the Federal Trade Commission and National Labor Relations Board. Chairmanships also are involved. Sweep-out of at least 2,000 Democratic career employes was predicted in some quarters, though the average civil service worker probably won't suffer.

Speculation over cabinet posts leads initially to the State and Defense Depts., as well as Commerce. Charles Sawyer, present Secretary of Commerce, will return to his newspaper and radio interests (WIZE Springfield, WING Dayton, WCOL Columbus) and to law practice in Cincinnati.

Secretary of Labor Maurice Tobin has not revealed his plans. Harold Stassen, an avid supporter of a strengthened Voice of America, has been mentioned for this post. Paul Hoffman, former chairman of the Ford Foundation and former Marshall Plan administrator, may get the Commerce Dept. post.

Other names mentioned are Sen. Fred Seaton (Neb.), holding interests with his family in KHAS Hastings, Neb., and KMAN Manhattan and KGGF Coffeyville, both Kansas, and Mrs. Oveta Culp Hobby, KPRC-AM-FM-TV Houston, Texas. Sen Seaton has been mentioned to head up the Agriculture Dept.

Not falling within the government scope but still intimately a part of the Washington federal scene are the positions held by Dr. John R. Steelman, Presidential assistant, and Charles Jackson, White House assistant. Both have maintained relations with the broadcast industry through the Broadcast Advisory Council and NARTB.

At the regulatory level, aside from the FCC, memberships of the FTC and NLRB are sure to be affected, being appointee posts.

FTC Chairman James Mead, former U. S. Senator from New York, had hinted that he would resign regardless of what party was in power and a Republican chairman will be named. FTC formerly rotated the post. FTC membership at present is predominantly Democratic, with only Comr. Lowell Mason on the GOP side. Other members are Stephen J. Spingarn, Albert Carretta and John Carson, the latter an independent.

Mr. Carson is serving until his successor is named. Terms of Comrs. Spingarn and Carretta expire in 1953 and 1954. New chairman will be either Comr. Mason or a new member yet to be named.

On NLRB at present are Paul M. Herzog (a Democrat who is chairman), John M. Houston, Abe Murdock, Paul L. Styles and Ivar H. Peterson. Chairman and members are Presidential appointees, with terms of latter expiring in successive years. Chairman Herzog's term expires in 1955.

FTC wields jurisdiction over anti-deceptive ad practices and has kept a watchful eye on interlocking directorates of business concerns, with the other eye cocked for possible monopoly. NLRB exercises a great deal of power formerly enjoyed by the Labor Dept. and has attained a reputation for kowtowing to la-

(Continued on page 73)

XUM

THE ELECTION TAB

GOP, Demos List Radio, TV Monies

THE GOP national organization swept to victory on the wings of "air power" during the 1952 Presidential campaign, siphoning off well over $2 million to those twin electronic media, radio and TV.

This was plainly reflected in a comprehensive analysis of financial reports filed with the File Clerk of the House of Representatives the past fortnight.

By contrast, the records show that the Democrats spent at least $1.2 million—and perhaps more—on radio-TV broadcasting, and a substantial sum on printed media advertising. Ratio of newspaper ads by the Democrats to those by the GOP was at least 10 to 1 during the last week of October and somewhat less—but at least 5-1—in the overall campaign.

Network Timebuys

The sums substantially cover network time and spot purchases, including time and cable charges and also any pre-emptions, as well as payments to the respective advertising agencies of the Republican and Democratic parties and local political groups. Reports were filed by all major committees playing any vital role in this campaign.

While the records pointed up the GOP's reliance on heavy time purchases, there were indications that the high cost of campaigning is getting more than passing attention on Capitol Hill.

Most AM-FM-TV stations in the nation have been asked by the Senate Privileges & Elections Subcommittee to submit detailed data by Nov. 24 on amount of time sold to either party. The group hopes to tabulate the data and draw up remedial legislation early in the 83d Congress.

There was consternation in some industry quarters over the nature of the information solicited by the Hill unit and attorneys reported a number of queries from their client stations. NARTB is seeking to clarify the questionnaire for stations after being reassured by the subcommittee that it seeks the data merely to help compute the cost of campaigning with a view to amending the Federal Corrupt Practices-Hatch Act.

Filed With House Clerk

The political reports filed with the House Clerk covered the campaign period from Labor Day to the end of October. They were submitted in accordance with law by the Republican and Democratic National, Senatorial and Congressional Committees, Citizens for Eisenhower, National Volunteers for Stevenson, Stevenson-Sparkman Forum Committee and other groups, including labor organizations.

The Republicans, through their various committees, listed $1,573,551.52 for radio-TV broadcasting from Sept. 1 through Oct. 29, showing payments to the various networks and agencies. This sum, plus an estimated $510,000 for last fortnight network buys, brings the figure to over $2 million.

The GOP also spent $34,324.84 for allied broadcast aids like films, recordings, transcriptions and slides, and production services. It also recorded a flat $12,870 for newspaper ads, with perhaps $1,600 split between broadcast and printed media.

Million Dollar Sums

The Democrats, through their committees, reported $768,957.31 for radio-TV broadcasting, with perhaps another $300,000 in last-minute network purchases. They showed $25,053.15 for related production aids. The various committees also reported expenditures of $62,483.24 for purchase of newspaper ads—some of them to promote their broadcast programs—and publicity and other materials. Overall sum was about $1,169,000 for all broadcasts.

A total of $173,733.78 of that was listed for a combination of broadcasting and newspaper ads, plus production work, with an estimated $100,000 of that for radio-TV. Much of the amount for newspapers carried the notation of "unpaid obligations."

These totals for broadcasting are predominantly network, with some payments to individual stations, and do not of course reflect time commitments at the local levels. In varying instances, the payments were made to the major networks or to the agency.

In any event, it was a multi-million dollar campaign covering all levels—Presidential, Senatorial, Congressional, Gubernatorial, state and local.

Aside from the myriad headaches the campaign posed for broadcasters embracing libel and equal time problems, the high cost of campaigning posed by TV's emergence has given Congress some food for thought. The specific object of the politician's eye is the Hatch Act which limits standing committee expenditures to $3 million. That it will be amended during the 83d Congress is almost a foregone conclusion.

Television also sparked sober debate on its other ramifications, viz., the fate of the "whistlestop," new radio-TV electioneering techniques, attendance at rallies, and other phases. There also has been some talk of shortening the actual campaigns and setting back political convention dates because of the grind and pressure on candidates.

Equal Time Headache

Repercussions on equal time requests and censorship also reached a new high in the recent heated campaign. (See separate story.) But the money angle is acute with the politicians.

The Senate Privileges & Election Subcommittee looked into campaign costs in 1944 and 1948, but the latest study may well be more sweeping in its implications. This possibility already has been pointed up with suggestions in some Congressional quarters that networks

(Continued on page 38)

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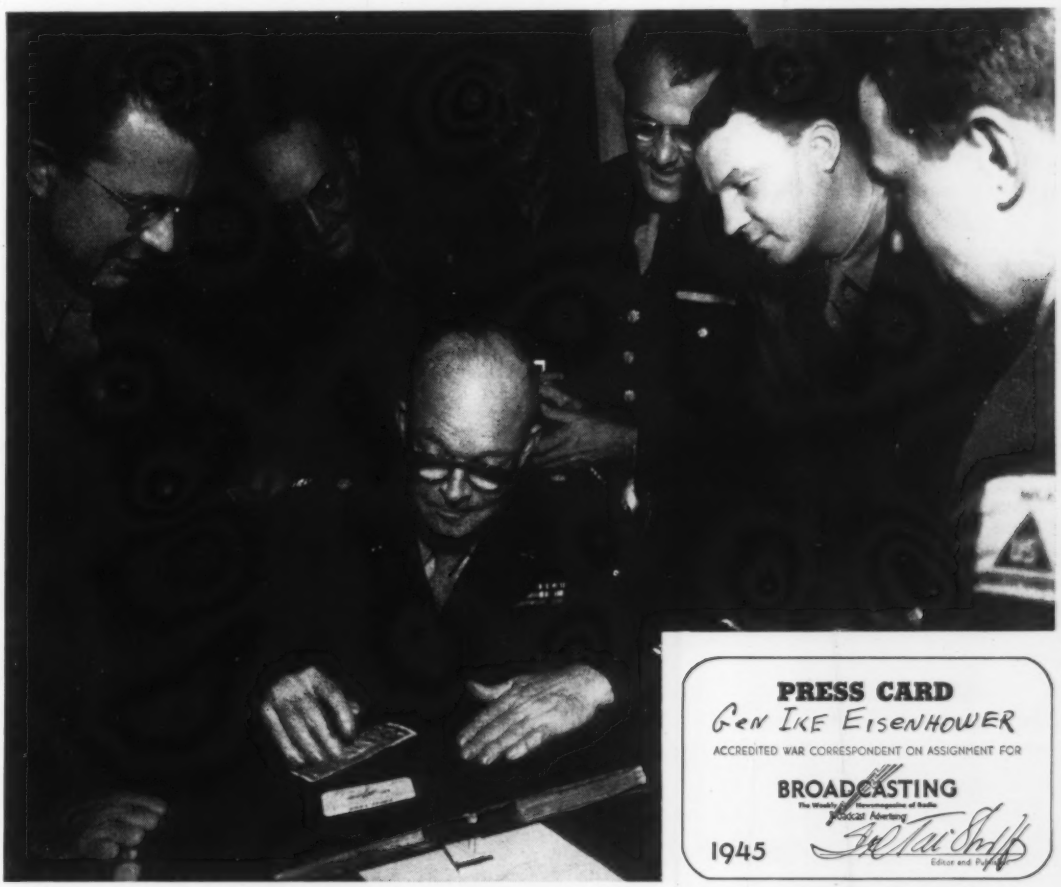


PROPHETIC picture—taken seven years ago at Gen. Ike's headquarters in Frankfurt, Germany, shortly after V-E Day. He met in a two-hour huddle with members of the Broadcasters' Mission to ETO and is gazing at his B•T press card (see insert) while signing short-snorters. Surrounding him (l to r) J. Leonard Reinsch, Cox stations, then radio advisor to President Truman; Martin B. Campbell, WFAA Dallas; (in background) John E. Fetzer, WKZO Kalamazoo, then U. S. radio censor; Morris Novik, radio consultant; Abel Green, editor, *Variety*; Clair R. McCollough, director, Steinman Stations; and Robert D. Swezey, then Mutual executive vice president, now WDSU New Orleans. Other mission members who didn't show in photo were: NARTB chief Justin Miller; Col. E. M. Kirby, escorting officer; Mark Woods, then ABC president; Joseph H. Ream, then CBS executive vice president; William S. Hedges, NBC vice president; Joe Csida, *Billboard*; Jack Alicoate, *Radio Daily*, Sol Taishoff,

BROADCASTING • TELECASTING

IN THE GOP 83d CONGRESS

Tobey's Influence Expected

By EARL ABRAMS

ATTITUDE of new GOP-controlled Congress may be gauged by the fact that fiery, Bible-quoting New England Sen. Charles W. Tobey (R-N. H.) takes command of the Senate Interstate & Foreign Commerce Committee when the 83rd Congress convenes Jan. 3.

The Senate committee is by practice more concerned with radio and TV than its sister committee in the House.

Realignment of Congressional control may result in revocation of the House ban on radio and TV coverage of committee meetings. When Speaker Sam Rayburn (D-Tex.) issued his interpretation of the House rules last March imposing a blackout on radio-TV coverage, then Minority Leader Joseph W. Martin Jr. (R-Mass.) balked. He indicated at that time that he thought each committee should decide whether or not to permit the broadcast media to cover its sessions. Rep. Martin is scheduled to become Speaker and Rep. Rayburn, Minority leader.

Without regard for the sweeping Republican victory, it is a foregone conclusion that the coming Congress will do something about the broadcasters' nemesis—Section 315 of the Communications Act.

Censorship Provision

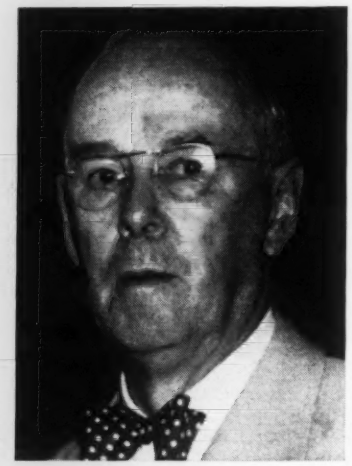
This is the provision which forbids broadcasters from censoring political candidates' speeches. In the free-swinging and sometimes bitter campaign which ended last week, with its heavy use for the first time of TV, two broadcasters stuck their necks out on this point. KING-TV Seattle refused to let Sen. Joseph R. McCarthy (R-Wis.) go on in behalf of Sen. Harry P. Cain (R-Wash.), and WICU (TV) Erie, Pa., and WTVN-TV Columbus, Ohio, both owned by Edward Lamb, refused to carry the same Senator's national network speech attacking Gov. Adlai Stevenson.

In these cases, it is to be noted that Sen. McCarthy was not a candidate in the sense that he was campaigning for his own re-election in his own state.

Also bound to be the subject of proposed legislation is the matter of campaign expenditures. This, again, stems from the heavy use, for the first time, of television in the campaign for national office.

Sen. Tobey, who gained national prominence by his indignant righteousness as a member of the Kefauver Crime Committee during its televised sessions, has no special crusade in mind respecting the broadcast media, according to those familiar with his thinking.

In fact, some observers close to his activities as senior Republican on the Senate Commerce Committee believe there won't be much of a change from the leadership of outgoing Chairman Sen. Edwin C. Johnson (D-Col.). Sen. Tobey's approach to radio and TV is said to be akin to his colleague.



DUE to head Senate Interstate & Foreign Commerce Committee is Sen. Charles W. Tobey, (R-N. H.).

* * *

In one respect, however, Sen. Tobey has a cause. That is the lack of success of FM. A personal friend of Major Edwin H. Armstrong, inventor of the FM system of broadcasting, Sen. Tobey in 1948 headed an investigation into the status of FM which saw testimony by FCC officials, RCA-NBC executives and others.

NUMBER 2 man on the Senate Commerce radio subcommittee may well be Sen. Homer E. Capehart (R-Ind.).

* * *

No report was rendered by Sen. Tobey, but during the hearings he expressed himself in no uncertain terms; he thought there was a conspiracy afoot to retard the development of FM.

Republican control of the House of Representatives will return Rep. Charles A. Wolverton (R-N. J.) to the chairmanship he held during the 80th Congress (1948-1950).

Last Tuesday's Eisenhower landslide saw the defeat of Senate Majority Leader Sen. Ernest F. McFarland (D-Ariz.) for reelection. He was the author of the law bearing his name which revised the Communications Act. Sen. McFarland was beaten by Barry Goldwater, Phoenix department store owner.

Defeated also was Sen. William Benton (D-Conn.), author of a bill to establish a National Advisory Council on Radio & TV. Republican William A. Purtell beat Sen. Benton for a full term.

Former partner of Benton & Bowles, he is now the owner of Associated Program Service, *Encyclopedia Britannica*—and Muzak, among other enterprises.

New to the Senate will be Republican Prescott S. Bush, CBS stockholder and director and New York stockbroker. He defeated Rep. A. A. Ribicoff (D-Conn.) for the unexpired term of the late Sen. Brien McMahon (D-Conn.), which runs to 1957.

Also a new Senator will be Missouri Democrat W. Stuart Symington, who defeated incumbent Sen. James P. Kem (R-Mo.). Sen. Symington, former chief of RFC, Surplus Property, National Security Resources Board and ex-Secretary, of the Air Force, was president of the old Colonial Radio Co., Rochester, N. Y., 1930-35, and president and chairman of the board of Emerson Electric Manufacturing Co., St. Louis, 1938-45.

Bricker Returned

Reelected was Sen. John Bricker (R-Ohio), member of the Senate Commerce Committee. So was Sen. William Langer (R-N. D.), due to be chairman of the important Senate Judiciary Committee, and Sen. Arthur V. Watkins (R-Utah), who is Republican member of the Senate Judiciary subcommittee investigating subversives in radio, TV and the entertainment industry.

Defeated was Sen. Henry Cabot Lodge Jr. (R-Mass.), who would have been chairman of the Senate Rules & Administration Committee. In line for this chairmanship is Sen. William E. Jenner (R-Ind.), reelected last Tuesday. Sen. Lodge was defeated by Rep. John F. Kennedy (D-Mass.).

Two members of the House Commerce Committee went down to defeat last Tuesday. They are Rep. Harmar D. Denny Jr. (R-Pa.), member of the subcommittee investigating radio-TV programs, and Rep. John A. McGuire (D-Conn.). Rep. Denny was defeated by Rep. H. P. Eberharter (D-Pa.), resulting from the consolidation of two Pennsylvania districts. Rep. McGuire was defeated by Albert W. Cretella (R-Conn.).

Other members of the committee probing radio-TV programs were reelected. They are Reps. Oren Harris (D-Ark.), chairman of the

(Continued on page 36)

AT IKE'S ELBOW

Milton And Earl Schooled in Communications

WHEN Dwight D. Eisenhower assumes the Presidency he will have at his elbow, informally at least, two advisors familiar with communications and broadcasting problems—Milton E. and Earl D. Eisenhower, his brothers.

A college president—of Pennsylvania State College — Milton Eisenhower's career covers a broad range of domestic and international activities. For several years a Kansas newspaperman and journalism instructor, he entered the foreign service in 1924 as American vice consul at Edinburgh, Scotland.

MILTON EISENHOWER
. . . a potential advisor

Two years later he went to the Dept. of Agriculture as Assistant to the Secretary and in 1928 became information director, a post he held until World War II. This responsibility included radio activities of the department. During the war and postwar years he held a series of key government posts. These included service as director of War Relocation Authority and associate director of Office of War Information.

In 1943 he was named president of Kansas State College, holding that position until 1950 when he received the Pennsylvania State College appointment. During the postwar years he served on many government and UNESCO bodies, including chairmanship of the U. S. Committee for UNESCO. President, director and 20% stockholder in WLIO East Liverpool, Ohio, Earl Eisenhower also is an engineer in Charleroi, Pa., where he is a 10% stockholder in WESA there.

XUM

NETWORK REPORTING

New, Profitless High

RADIO and television went to new record lengths last week in providing U. S. and some foreign audience with up-to-the-minute coverage of the election balloting which, thanks in substantial measure to the efforts of radio and TV, itself attained new record dimensions.

The deep-into-the-night reporting brought an end to a campaign season unmatched in its reliance upon the broadcast media—an end that came as a relief to harried broadcasters and, despite the plaudits for their work, left the national radio-TV networks in particular no monetary reason for gratification.

Money Loss Great

For the network organizations which operate in both radio and television were reported in the red on their combination conventions-elections coverage. NBC, ABC, and the CBS Radio and Television networks registered a combined loss estimated variously up to $2.5 million or more on their respective deals with Philco, Admiral, and Westinghouse for reporting the Republican and Democratic conventions in July and the returns on election night.

Mutual, whose convention coverage was sponsored on a local co-op basis, sold its election night coverage to the Chevrolet Div. of General Motors and the Chevrolet Dealers of America and emerged with a profit estimated unofficially at about $50,000. DuMont, which did not operate as a network for either the convention or the election coverage, carried CBS-TV's programming for Westinghouse on its three owned stations and WGN-TV Chicago and also came out ahead, although it was not known by how much.

NBC appeared to be the heaviest loser, having suffered an estimated $1 million loss on the conventions and an added approximate $275,000 in election night expenses (including a reported $100,000 in program pre-emptions). CBS' standing was more difficult to determine, since its contracts with Westinghouse called for the sponsor to pay extra for some of the many extra hours put in on the conventions. Some unofficial estimates gave the overall CBS political operation losses ranging as high as about $1 million, although other authorities maintained it would be no more than a fraction of that amount. In fact, a pre-election prediction was that CBS expected to make money, or, at worst, break even on its Westinghouse deal.

ABC dropped a reported $500,000 on the conventions and spent another $75,000 to $90,000 on radio-TV election returns (without pre-emptions), it was understood.

* * *

ADLAI STEVENSON, as he looked Tuesday night listening to the early election returns.

The networks and their hundreds of newsmen, analysts, technicians, and general staffs marshaled ingenuity and effort to keep viewers and listeners posted from the first scattering of returns until after the Presidential race reached its unexpectedly abrupt end.

Unlike the 1948 election which remained undecided until late morning of the day after elections, and also unlike the unexpectedly drawn-out July conventions, the Presidential race came to a climax far ahead of expectations and all the networks except one were off the air at or before 3 a.m. Wednesday. The exception was CBS Radio, which put in 13¾ hours with coverage starting at 6:15 p.m. Tuesday and continuing until 8 a.m. Wednesday.

DURING LULL in NBC election broadcast Brig. Gen. David Sarnoff (r), RCA board chairman, chats with NBC commentator H. V. Kaltenborn (l). Mr. Kaltenborn's son and aide, Rolfe, is seated.

* * *

TV networks, engaged in their first coast-to-coast reporting of a national election, employed a broad variety of gadgets, both electronic and mechanical, as visual aids and also, in the case of electronic "brains" enlisted by NBC and CBS-TV, as forecasters of final results.

CBS-TV, which won praise from many for speedy reporting of returns, encountered a less happy experience in the use of the Univac "brain" as a prophet. Spokesmen said Univac, capable of making predictions by comparing returns with those at comparable periods in previous years, forecast at about 10 p.m. that Gen. Eisenhower would win 43 states compared to 5 for Gov. Stevenson. But, they said, outside statisticians employed to operate Univac were unbelieving, having read public opinion researchers' predictions of a close race. So Univac operators tempered data going into the machine

(Continued on page 85)

* * *

J. L. Van Volkenburg (r), president, CBS-TV, and Lansing Lindquist, radio and TV director, Ketchum, MacLeod & Grove, Pittsburgh, inspect the network's setup election night. KM&G is agency for Westinghouse, which sponsored the CBS-TV returns.

DEMO BLAST

Aimed at ABC, Other Networks

RADIO networks — and ABC in particular — found themselves on the receiving end of an 11th-hour volley by the Democratic National Committee charging news suppression and denial of equal time opportunities.

The blasts were unloosed last Monday—the day before the election—by Stephen A. Mitchell, DNC chairman, further compounding headaches already experienced by broadcasters in their handling of politicalcasts [B•T, Nov. 3].

ABC was accused by Chairman Mitchell on election eve (Monday) of refusing to give the Democratic party equal time to reply to a "partisan political speech" by ABC commentator Walter Winchell. He declared he would protest to the FCC what he described as ABC's "flagrant denial of fair play."

In a wire to ABC President Robert E. Kintner, Mr. Mitchell said that Mr. Winchell's news programs over ABC Radio and ABC-TV on Nov. 2 went "beyond mere comment of the news" and said the commentator "not only attacked the Democratic party but gave outright endorsement" of Gen. Dwight D. Eisenhower's candidacy. He requested equal time for an answer to Mr. Winchell.

Mr. Kintner replied by wire on Monday that commentators are free to say anything they wish, pointing out that the network carried broadcasters with various points of view. He offered to carry on a newscast any rebuttal the Democratic party wished to make.

Mitchell Retort

In a second wire to Mr. Kintner, Mr. Mitchell retorted that the offer to carry the Democrats' rebuttal on a newscast did not constitute "equal time or an equal audience."

A network spokesman said both ABC Radio and ABC-TV last Monday gave "comprehensive coverage" to the exchange of telegrams. They were aired five times over radio and twice on TV, he said.

While the Democratic National Committee had not filed a direct protest with the Commission as of late Thursday, it was understood that a copy of Chairman Mitchell's statement was sent to FCC Chairman Paul A. Walker.

There was some feeling in DNC headquarters that Congress should look into this area of network commentators expressing personnel views and other vexsome problems weighing on broadcasters. Chairman Mitchell had acknowledged that "I have seen no evidence of bias on its part prior to the Winchell broadcast." He added:

The action by ABC in this case raises grave questions as to whether the Congress should be asked to make

(Continued on page 52)

READYING for WBTV (TV) Charlotte election reporting are (l to r) Norman Prevatte, producer; Jack Knell, news director; Ken Tredwell, operations chief, and Sam Zurich, production director. WBTV and WBT handled returns election eve and into Wednesday morning as balloting results came in from Charlotte, North Carolina and Mecklenburg County.

* * *

KGW Portland, Ore., *Freedom Forum*, aired weekly shows on controversial issues in Oregon from August. Shown on the program just before election day are (l to r) Howard McCallister, Oregon Ad Club president; T. Lawson McCall, KGW political commentator, moderator; Richard L. Nueberger, Oregon author and state senator, and John Merrifield, state senator.

* * *

FULL COVERAGE

By Stations at Local Level

HISTORY'S biggest Presidential election turnout last week was accompanied by what was also the most comprehensive coverage ever recorded by stations on the local and state level.

Besides furnishing national returns through the networks, news services and other arrangements, local stations took elaborate measures to insure their audiences of complete returns by enlarging staffs, using special hookups, airing background and promotional material, cutting into regular programs with news flashes and feeding local returns to networks and news services.

The coverage followed special registration and get-out-the-vote promotion to bring out a record-breaking number of voters.

Among the reports received from stations last week, augmenting plans earlier announced [B•T., Nov. 3], were these:

WOR New York cut away from MBS election coverage for three minutes at half-hourly intervals starting at 8 p.m., to provide returns from New York, New Jersey, Connecticut and Eastern Pennsylvania. Complete wrap-ups of local news at 11 p.m. and 12:50 a.m. rounded out the program that was supervised by George Brown, Manager of the WOR newsroom. Newscasters were Lyle Van, Henry Gladstone and John Scott. Loew's Theatres sponsored WOR's local reports.

* * *

MANNING WPTZ (TV) Philadelphia election headquarters are George Skinner (l), handling vote returns in the area, and Dr. Edgar B. Cale, U. of Pennsylvania political science professor, who discussed trends and analyzed returns. WPTZ team of 50 had city votes tabulated by 11 p.m.

WOR-TV New York started at 7:30 p.m. under the sponsorship of the National Carbon Co., New York, for Prestone anti-freeze. John Wingate headed a task force of newscasters that included Richard Tobin, *New York Herald-Tribune* reporter; Dr. Frank Kingdon, *New York Post* columnist; J. Dickson Edwards, professor of political science at Columbia U.; Everett Holles, MBS commentator, and Dick McCutchen, station's newscaster. WOR-TV's mobile unit was at Times Square with Barbara Welles, station's women's commentator, giving the women's angles, and Paul Killian, WOR-TV special events reporter, describing the overall Times Square election night activities.

WHLI Coverage

WHLI Hempstead, L. I., concentrated on election returns from Democratic and Republican headquarters in Nassau County in addition to National Election coverage. WHLI news reporters were stationed at Nassau County police headquarters to receive official tabulations of election returns. Announcers made tape-recordings of candidates and voters' reactions that were broadcast during the night. A four-man staff under direction of WHLI News Director Jerry Carr aired returns of national and local elections.

WINS New York's coverage included up-to-the-minute reports from the station's newsrooms and broadcasts from studio where John Bosman, news director; Josephine Halpin, Lew Fisher and John Bradford interviewed prominent citizens and supplied local color. The station also received reports from Stan Burns at Democratic headquarters at the Hotel Biltmore and from Paul Sherman at Republican headquarters at the Hotel Roosevelt. WINS Program Director Robert Criar supervised Election Night activities.

WPIX (TV) New York claimed to be the first TV station to announce the Eisenhower victory. At 12:08 a.m. Wednesday newscaster John Tillman read an announcement from Bob Shand, managing editor of the *New York Daily News* (parent company of WPIX), saying that the newspaper would announce Gen. Eisenhower's election in its next edition. Station's coverage, also sponsored by National Carbon Co. on behalf of Prestone anti-freeze, began at 9 p.m. and ended at 1:52 a.m. Wednesday. Newscasters who reported the night's developments included Mr. Tillman, Joe Bolton and Jack McCarthy. From time to time *News* columnist Jimmy Jemail interviewed the newspaper's political reporters on various trends of voting.

WNYC-AM-FM New York disseminated telephoned reports from 22 strategic news sources across the nation, making its resources available to other stations. The city's Municipal Broadcasting System paid special attention to reports from 11 New York counties which had achieved the distinction of picking every Presidential winner from 1896. According to Seymour N. Siegel, director of communications for the City of New York, the following stations requested portions of WNYC's *Operations Election, 1952:* WCBS, WNBC, WOR, WMGM, WNEW and WOV, all New York.

WQXR-AM-FM New York, from the New York *Times* newsroom, aired returns to 21 FM stations on the East Coast, under supervision of Mortimer Kroll.

According to M. Robert Rogers, general manager, WGMS-AM-FM Washington, the WQXR-FM network claimed a beat when the *Times* credited Gen. Eisenhower with winning the election at 12:40 a.m. The news was first broadcast, 12-15 minutes before the newspaper itself got the story on the streets, said Mr. Rogers.

In Philadelphia WFIL-AM-TV aired coverage of Pennsylvania,

(Continued on page 84)

Hooper's Analogy

C. E. HOOPER, of the audience research firm bearing his name, said Wednesday that the trend of election returns the preceding night should "serve as a boon to properly-conducted consumer research." Commenting on Election Night returns, Mr. Hooper noted that "the trend of the first 10% of the returns foretold the final outcome of the election, both in 1948 and 1952." He said that in normal consumer fact-gathering, research firms never measure the total but always sample only a part. The outcome of this year's election, he asserted, "provides a most impressive, popular demonstration of the validity of the sampling process as a means of establishing factual relationships."

CBS GROSS

Up $39 Million Over Same 9 Months of '51

GROSS income of CBS Inc. and domestic subsidiaries for the nine months ended Oct. 4 was $159,357,292 as compared with $120,303,260 for the corresponding period last year, it was announced Wednesday.

Income before federal taxes on income was reported at $9,447,171 as against $8,782,666 for the same period of 1951. Net income was $3,807,171 as compared with $3,532,666 last year.

Per share earnings amounted to $1.63 this year as against $1.81 in 1951.

The board of directors declared a cash dividend of $0.40 per share on Class A and Class B stock, payable Dec. 5 to stockholders of record at close of business on Nov. 21. The consolidated statement:

	Nine Months Endinng			
	October 4, 1952 (40 Weeks)		September 29, 1951 (39 Weeks)	
Gross Income		$159,357,292		$120,303,260
Less—Discounts, commissions and returns		38,609,309		33,510,216
		$120,747,983		$ 86,793,044
Deduct:				
Operating expenses and cost of goods sold	$87,768,512		$59,507,951	
Selling, general and administrative expenses	21,770,883		17,228,409	
Provision for depreciation and amortization of leasehold improvements	1,8640,469		1,374,830	
		111,399,864		78,111,190
		$ 9,348,119		$ 8,681,854
Miscellaneous income, less miscellaneous deductions		99,052		100,812
Income before federal taxes on income		$ 9,447,171		$ 8,782,666
Provision for federal taxes on income:				
Income tax	$ 5,610,000		$ 5,175,000	
Excess profits tax	30,000		75,000	
		5,640,000		5,250,000
NET INCOME FOR PERIOD		$ 3,807,171		$ 3,532,666
Earnings per Share (Note 2)		$1.63		$1.81

Notes:

1. The above figures include the operations of the Hytron group (Hytron Radio & Electronics Co. and CBS-Columbia Inc.) beginning with June 15, 1951, the date of acquisition.
2. The 1952 per share earnings are calculated upon the 2,340,896 shares of stock outstanding as of October 4, 1952, and the 1951 per share earnings upon 1,956,003 shares being the average number outstanding for the 39 weeks ended September 29, 1951.
3. The 1952 results are subject to year-end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

November 5, 1952

SAMUEL R. DEAN,
Treasurer

Drawn for BROADCASTING • TELECASTING by Sid Hix

"My competitor got the re-run rights to some of those 'I Love Lucille' TV films."

IRE ELECTS

McRae to Presidency

ELECTION of Dr. James W. McRae, vice president of Bell Telephone Labs, New York, as president of the Institute of Radio Engineers for 1953 was announced last week. He succeeds Dr. Donald B. Sinclair, chief engineer of General Radio Co., Cambridge, Mass.

Dr. McRae

Elected vice president was S. R. Kantebet, general manager of Government of India Overseas Communications. New Directors for 1953-55 term are: Stuart L. Bailey, partner in Jansky & Bailey, Washington, and B. E. Shackelford, director of license department, RCA International Div., New York. Elected regional directors for 1952-53:

Region 2 (North Central Atlantic)—John R. Ragazzini, professor of electrical engineering, Columbia U.; Region 4 (East Central)—Conan A. Priest, assistant to the general manager of Commercial and Government Equipment Dept., General Electric Co., Syracuse; Region 6 (Southern)—Archie W. Straiton, U. of Texas; Region 8 (Canadian)—John T. Henderson, senior research physicist, National Research Council, Ottawa.

S. F. JOINT SESSION

To Hear CBS' Stanton

FRANK STANTON, president of CBS, is to be principal speaker at joint meetings of the California State Radio and Television Broadcasters Assn. and the San Francisco Ad Club in the Palace Hotel, San Francisco, Nov. 17. Paul R. Bartlett, president, KFRE Fresno, and CSRTBA president, is to preside.

Industry problems are to be discussed at an afternoon closed session attended by broadcasters only. Mr. Stanton will participate in the question and answer period.

All the Angles

ABC-TV arranged a meeting between Dwight D. Eisenhower and Adlai Stevenson the night after the elections. But this Eisenhower was not President-elect Ike but a seven-year-old boy from Manchester, Mich., and the Stevenson was a 53-year-old man from Lowville, N. Y. They appeared on the ABC-TV program, *The Name's the Same* (Wed., 7:30-8 p.m. EST).

CREAMER NAMED

To BBDO Creative Staff

JOSEPH CREAMER, formerly advertising-promotion manager of WOR-AM-TV New York, has been appointed to the creative and planning staff of BBDO, it was announced last week. Mr. Creamer has served WOR, WOR-TV and MBS since 1936 in various advertising and promotion posts.

Mr. Creamer

He started his advertising career in 1930 with BBDO in the accounts and copy department. From 1933-36, he was a reporter for the old *New York Sun* and was in various editorial capacities with Frank A. Munsey Co. and McCall Corp. publications. Since May of this year Mr. Creamer has been in Hollywood, a motion picture freelance writer.

Mr. Creamer is co-author of a book, *Sound Effects*. He was the first winner, in 1940, of the Harvard U. annual advertising award.

WFOX Names DeGrace

GEORGE A. DeGRACE, who had been serving as public service director of WISN-AM-FM Milwaukee, has been named station manager of WFOX Milwaukee, effective today. C. J. Lanphier, WFOX president-general manager, will now devote all his time to WFOX's television planning, it was reported.

Mr. DeGrace

WNEW'S 50 KW

FCC Brings Closer

EFFORTS of WNEW New York to achieve full 50 kw operation on 1130 kc came a step nearer realization last week as FCC granted the station a license to cover its construction permit, in part, for 50 kw daytime and 10 kw night, directional night. FCC also issued a new CP for 50 kw at night, directional. Station has been testing 50 kw during the day since last summer.

WNEW has been licensed for 10 kw fulltime on 1130 kc, directional, and held a CP for 50 kw, directional night. The station has constructed a new transmitter building at its present site and installed a new 50-kw Westinghouse transmitter and new phasing and coupling equipment. In June, WNEW got authority to test the new unit with 50 kw daytime, but continued to use the old 10-kw transmitter at night. In July, authority was granted to use the new transmitter for both day and night operation, 50 kw day and 10 kw night directional, completing switch to the new building. How soon 50 kw operation at night will commence under the new CP was not known late last week.

Boston U. Observance

BOSTON U. School of Public Relations and Communications will observe its fifth birthday in a Nov. 14-15 celebration to include such participants as Harold E. Fellows, NARTB president; Robert W. Sarnoff, NBC vice president, and Elmo Roper, marketing consultant and public opinion analyst; Robert Saudek, director of the Ford Foundation Radio-TV Workshop; Harvey Struthers, WEEI Boston manager, and Jack Chertok, president of Jack Chertok Productions.

770 KC CASE

FCC Orders Hearing

HEARING was ordered last week by FCC on the protest of WJZ New York against the Commission's Sept. 30 extension of 770 kc operation by KOB Albuquerque. WJZ protested KOB's operation on its 770 kc clear channel, a "temporary" tenure of 11 years duration [B•T, Nov. 3].

FCC contended WJZ could not show it is injured "by a mere announcement of our intention to adopt a proposed decision on the applications of KOB for regular operation on 770 kc." It held that continued operation of KOB on 770 kc is necessary to maintenance of present service pending a decision after hearing on the plea for extension.

The FCC's action points to a final solution in the KOB case. WJZ wants KOB to operate on its licensed 1030 kc assignment, which in turn would create interference with WBZ Boston.

Issues Set Forth

In setting the case for hearing, with an expeditious decision called for, FCC cited five issues, with WJZ and WBZ made parties to the proceeding. The issues are:

(1) To determine the areas and populations which may be expected to receive service from the operation of KOB as proposed on 770 kc, with a power of 25 kw nighttime, 50 kw daytime and the availability of other primary and secondary service to such areas and populations.

(2) To determine the areas and populations which may be expected to receive service from the operation of KOB in accordance with the term of its license on 1030 kc and the availability of other primary and secondary service to such areas and populations.

(3) To determine the nature of and the extent to which the operation of KOB as proposed would involve objectionable interference with WJZ New York, the areas and populations affected thereby, and the availability of other primary and secondary service to such areas and populations.

(4) To determine the nature of and the extent to which the operation of KOB in accordance with the terms of its license on 1030 kc would involve objectionable interference with WBZ Boston, the areas and populations affected thereby, and the availability of other primary and secondary service to such areas and populations.

(5) To determine whether pending a final decision on the above-entitled applications of Albuquerque Broadcasting Co. for regular operation on 770 kc (Dockets Nos. 6584 and 6585), the public interest would be better served by continued operation of KOB as proposed on 770 kc or by directing KOB to return to its licensed facilities of 1030 kc.

ALL COMMERCIALS were dropped on CBS Radio *Grand Slam* as Raymond K. Stritzinger, Continental Baking Co. chairman of the board, made personal appeal reminding citizens to vote. Irene Beasley, star of show, approves. Sponsor had vote bands wrapped on 20 million loaves of Wonder Bread.

FCC NAMES COX

As Executive Officer

APPOINTMENT of Robert W. Cox as executive officer of FCC, in addition to his present duties as budget officer, was announced by the Commission last Tuesday. As executive officer, he succeeds William K. Holl, who resigned to accept appointment with the District of Columbia government.

Mr. Cox

Mr. Cox has been budget officer since he joined the Commission in December 1948. Since September 1950, he also has served as assistant executive officer. FCC stated no separation of the budget and administrative functions is contemplated, although other divisions of the Commission previously have been separated along functional lines.

Mr. Cox went to the Commission from the Bureau of the Budget where he was principal budget examiner from 1940-48. For two years prior to that he was research assistant for the New York State Div. of the Budget at Albany. Born in Warren County, Va., in 1915, Mr. Cox attended Shepherd College and Syracuse U. He was graduated from the latter with an A.B. degree in political science in 1937. In 1942, he received his M.S. degree in public administration from Syracuse. Mr. Cox is active in civic affairs at Arlington, Va., where he formerly was county board chairman.

AM AND FM CALL LETTER ASSIGNMENTS

AM Station: WKIK Leonardtown, Md. (Southern Maryland Bcstrs. Inc., 1370 kc, 1 kw daytime, antenna 200 ft.; FCC ROUNDUP, B•T, Nov. 3).

FM Station: WPRK (FM) Winter Park, Fla. (Rollins College, 91.5 mc [Ch. 218], 10 w; noncommercial educational).

Note: For TV CALL LETTER ASSIGNMENTS, see page 82.

RESEARCH

Broadcasters Should Improve Or Abolish, OARTB Hears

BROADCASTERS would be better off without any research than with surveys that fail to give a true picture of the entire radio audience, Frank E. Pellegrin, H-R Representatives Inc., suggested to the Ohio Assn. of Radio & Television Broadcasters at their Thursday-Friday meeting at Dayton. Robert Fehlman, WHBC Canton, presided as OARTB president.

Mr. Pellegrin proposed that OARTB start a movement to revise radio research 100%. Radio should get a reliable cross-section portrayal of listeners or else cancel research entirely, he said.

Kitchen Listeners

He observed, for example, that more listening takes place in the kitchen than any other room, yet it is not counted in most research. He added there are more auto receivers than TV sets.

Research is needed to find out how much TV cuts into reading of advertising and of editorial content of newspapers, respectively, he said. He favored adjustment of radio rates, both upward and downward, in line with trends in listening.

He contended one leading agency considers $1 per hundred listeners "par for the radio course" but will pay $2 for television and $5 to $8 in black-and-white media.

Jack Schmunk, Griswold-Eshleman Co., Cleveland, urged broadcasters to provide intelligent sales presentations, followed by marketing and other data as well as success stories. Sell your stations instead of running down competition, he suggested. In general, Mr. Schmunk declared, he preferred success stories to ratings.

Chuck Lloyd, Metropolitan Clothing Co., Dayton, noted that retailers are steeped in the black-and-white tradition. He said stores are not interested as a rule in ratings, circulation or related data because they think in terms of sales each day compared to the same day a year ago. Radio should be sold on a saturation basis, he argued.

40% Sales Gain

Mr. Lloyd said radio should initiate retailers by use of spots, leading up to saturation spot campaigns. His store, using all media including saturation radio, had a 40% sales gain in October with chance of 60% in November, he continued.

Sandy Hallock, of Byer & Bowman, Columbus agency, declared radio should sell its own medium and stop its defeatist attitude toward television. He called for more forceful presentation of radio sales appeals.

William A. Fitzpatrick, M. J. Gibbons Co., Dayton, discussed the new cooperative advertising policy of American Radiator & Standard Sanitary Corp. He said the campaign, which includes radio in its 50-50 policy, had greatly increased dealer displays.

Jack Hardesty, Broadcast Advertising Bureau, and Jack Wilson, vice president of National Cash Register Co., were Friday speakers.

KACE'S CP

Set Aside by Court

FCC last week set aside its 1950 grant to Roy Hofheinz (mayor-elect of Houston, Tex.) for a new Dallas AM station on 740 kc with 10 kw day, 5 kw night, directional (KACE). Action followed a U. S. Court of Appeals decision last June which found the grant was made without the Commission taking into account (1) the nature of the program service of KSEO Durant, Okla. in the area of interference, and (2) evidence on other transmitter sites which might overcome the need to deviate from the FCC's "blanketing" standard.

Commission set the Hofheinz application for further hearing before Hearing Examiner Hugh B. Hutchison on those issues.

KSEO's Complaint

Grant was made over the protests of KSEO, which alleged adjacent channel interference. Competing applicant was KTRH Houston, which had asked to change its daytime directional antenna system.

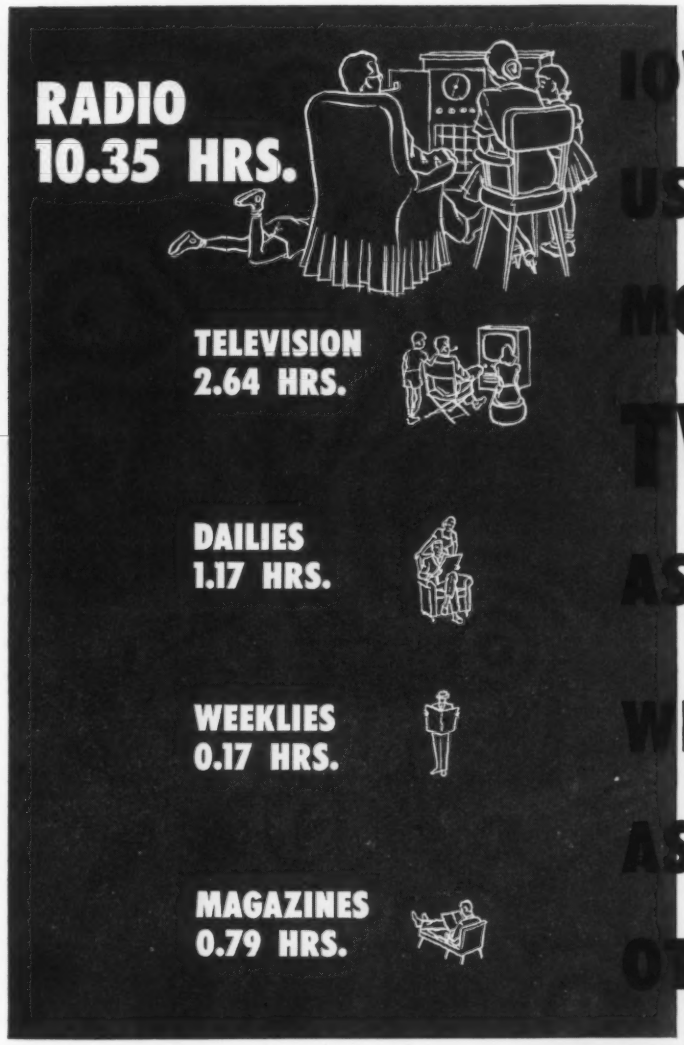
Possibility that the Appeals Court intended the FCC to take into account economic injury to KSEO was dismissed by the FCC on the ground that the Court did not understand that the decision granting the station referred to impairment of the ability of KSEO to continue to serve its market on technical grounds, not economic.

The Commission also recognized that the Court implied that economic impact might be considered a relevant issue, but in last week's decision it decided it was not necessary to take this into account since it was not an issue in this particular case.

KSOX Hearing Continued

Meanwhile, oral argument on the petition of WCKY Cincinnati for a rehearing on the FCC grant of 50 kw sunrise to sunset power for Hofheinz-owned KSOX Harlingen [B•T, Oct. 27] was postponed to Dec. 1 due to the inability of the KSOX counsel to be present last Monday. WCKY claimed that it would suffer skywave interference during the morning and evening hours on 1530 kc and that it should have been a party to a hearing before the grant was made.

XUM



IOWA RADIO USERS SPEND MORE THAN TWICE AS MUCH TIME WITH RADIO AS WITH ALL OTHER MEDIA COMBINED!

In the 1952 Iowa Radio-Television Audience Survey, just completed by Dr. F. L. Whan of Wichita University and his staff, every third family reached by personal interview was asked to keep an "In-home Activities Diary", quarter-hour by quarter-hour, the day following the interview.

The graph above shows one significant finding from this diary study. Dozens and dozens of other new facts also merit your careful study.

9,143 families were personally interviewed for the 1952 Study. Their response has furnished much new and authentic data which will be of greatest value to every advertising and merchandising man who has a stake in Iowa. Write today for your copy of the 1952 Survey—or ask Free & Peters. It will be sent you *free*, of course.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

SRA SCORES

ABC 'Spot' Show, CBS on Cut-Ins

ILL-FATED plan by ABC to launch its new morning program, *Live Like a Millionaire*, as a participating show with both network and local advertisers and a CBS Radio inquiry on station cut-in charges are decried as "a new outbreak of network attempts to encroach on spot business" by Station Representatives Assn.

In a statement for release today (Monday), T. F. Flanagan, SRA managing director, noted that the ABC offer of *Millionaire* as a "spot carrier" apparently failed to win station approval, as the weekday morning half-hour program went on the network last week as a sustainer.

"The contract offered to the affiliates," Mr. Flanagan said, "proposed that the station pay for the program until one network announcement was sold, that the network have the income from a second announcement, and the stations could sell four more announcements."

The ABC contract described the plan tnis way:

Each 30-minute program shall be planned so as to allow time for six (6) one-minute announcements. The program will start at approximately 11:00:40 to allow for the first announcement. There shall be two one-minute availabilities between 11:00:40 and 11:15:00. There shall be two additional availabilities between 11:15:00 and 11:28:50. The program will end at 11:28:50 to allow an additional one-minute availability. For the purpose of clarity, we shall refer to the availability between 10:59:30 and 11:00:40 as availability Number 1, and two one-minute breaks between 11:00:40 and 11:15:00 as availabilities Number 2 and 3, and two one-minute availabilities between 11:15:00 and 11:28:50 as availabilities 4 and 5 and the availability between 11:28:50 and 11:30:00 as Number 6. Any and all of these six availabilities may be sold by you to sponsors and you shall be entitled to retain any and all revenue received from such sales.

It is understood, however, that we may, on two weeks notice to you, at any time, and from time to time, recapture for network sale the first of the two one-minute breaks in each half of the program, namely, participations 2 and 4 as described above, and you hereby agree to continue to carry the program and the network announcements.

In the event that we recapture either or both of these available announcement periods, we agree to advise you as to the effective date of our recapture and after that date either spots Number 2 or 4 will not be available to you. Effective with that date, you shall not pay us any compensation as described below. You may still, however, sell the other availabilities and retain such revenue. When we recapture either or both availabilities you will receive no compensation for them from us.

Cites Questions

"The proposals by ABC give rise to several questions," Mr. Flanagan stated. "Is it in the best interests of radio stations for networks to sell spot announcements? Are networks 'persuading' affiliates to accept sales plans under which a station might abrogate its required responsibility to control its own time?"

(The latter question stems from another clause in the contract specifying that "in the event the network sells a participation to an advertiser whose product is competitive to any products as advertised on the program, you [the station] agree to reschedule such competitive products outside the limits of the program.")

The contract also pointed out that effectuation of the plan depended on its acceptance by a majority of ABC affiliates, without which ABC reserved the right to withdraw the offer. The offer was withdrawn and the program put on the network, starting Nov. 3, as a sustainer.

SRA sees "a similar implication of reduced station incomes" in the query of CBS Radio to its affiliates regarding charges for local cut-ins on CBS programs [B•T, Oct. 20].

"Station cut-ins are logically national spot advertising," Mr. Flanagan declared. "To argue that a network advertiser is paying for the full time segment anyway, and therefore cannot be rightly double-time charged for cut-ins may seem plausible but is fallacious.

Label Cut-ins as Spot

"The network cut-in is a device to strengthen the network at affiliates' expense by combining the advantages of local spot announcements with a network show, in network time, at little or no extra cost. In other words, eat the cake and have it too. Our position has always been that station cut-ins on network programs should be recognized as national spot announcements, billed separately as national spot advertising at the regular full minute, national spot rate.

"The stability of national spot advertising is reflected in the growing independence of the stations and their individual and combined resistance to network practices that reduce station revenue."

FRANCIS PRICE

KFKA President Dies

FUNERAL services were held last Wednesday at Greeley, Col., for Francis Price, 42, president and general manager, KFKA that city. He died Nov. 2 of a lung ailment.

Mr. Price

Mr. Price, who is survived by his wife, Thelma, and three daughters, was in radio for more than 25 years. He was with KFKA 17 years. Born at York, Neb., Mr. Price came to Greeley 18 years ago. He was very active in community affairs. He was a member of the Radio Pioneers Club, an organization whose members have been in radio 20 years or more.

PROGRAM SWITCHES

Nine Advertisers Plan

By FLORENCE SMALL

DEVELOPMENT of a plan to prevent costly and arbitrary juggling of radio and television programs and formats by national advertisers was discussed in agency circles last week.

The idea arose as nine major advertisers started swapping their radio or TV vehicles in midseason.

This widespread change of format and scrambling search for new properties at this date was attributed to three factors: (1) the traditional re-evaluations that come at the end of a 13-week cycle; (2) irremediably low ratings of present shows; (3) unsatisfactory time periods of current offerings.

One of the advertisers effecting a change is the Gulf Oil Corp., which last week signed a contract for sponsorship of *Life With Riley*, a film show, to replace its present live program, *Gulf Playhouse*, effective Jan. 2 (Fri., 8:30-9 p.m. EST) on NBC-TV. Young & Rubicam, New York, is the agency.

Serutan, which sponsors two network programs, *Battle of the Ages* (CBS-TV, Saturdays) and *Life Begins at 80* (DuMont, Fridays), was considering late last week a revamping of the format of *Battle*. Client and agency executives were meeting also to weigh a new time or another network for the program. Meanwhile they are currently expanding the *Life Begins* show to at least 25 additional markets. Franklin Bruck Co., New York, is the agency.

American Tobacco Co. (Lucky Strike cigarettes), which two weeks ago had taken an option on both *Private Secretary*, a film featuring Ann Sothern, and CBS-TV's live *Red Buttons Show*, has just about decided to sponsor the former as a replacement for *This Is Show Business* on CBS-TV (Sun., 7:30-8 p.m.), alternating with the Jack Benny appearances for Luckies in the same time period. BBDO, New York, is the agency.

Andrew Jergens Co. (Jergens' Lotion), through Robert Orr Assoc., New York, is dropping its *Hollywood Playhouse* and replacing it with a CBS Radio package, *Romance*, starting Dec. 4 (Thurs., 9-9:30 p.m.).

S. C. Johnson Increases

S. C. Johnson & Sons is adding to its alternating sponsorship of the *Robert Montgomery Presents* show on NBC-TV (Mon., 9:30-10:30 p.m.) by picking up the alternate week sponsorship of ABC-TV's *The Name's the Same* (Wed., 7:30-8 p.m.) which is being dropped by Swanson Foods. Needham, Louis & Brorby, Chicago, is the agency for Johnson.

U. S. Rubber Co., through Fletcher D. Richards, New York, is looking for a featured name property. Since its Sunday early-evening time on NBC-TV was dropped last season the advertiser also has been on the lookout for this new time availability. Among the shows considered is one featuring Edgar Bergen. This same firm negotiated with Bing Crosby for almost a year before abandoning those negotiations. Agency executives now feel that it most likely will be early spring rather than early January, as previously anticipated, before a property and time can be acquired and processed.

U. S. Steel Corp., through BBDO, New York, is another major advertiser still looking for a program format.

Reynolds Metals Co., through Buchanan & Co., is yet another advertiser to switch its format this season. The company dropped *Doc Corkle* for the *Mr. Peepers* show on NBC-TV after two performances of the former [B•T, Oct. 20].

Jules Montenier (Stopette deodorant), New York, through Earle Ludgin, also New York, in addition to sponsoring *What's My Line* on CBS-TV, takes over the radio version of the same program which was dropped by Philip Morris. Program is a Goodson-Todman package.

Meanwhile, a television version of *Halls of Ivy*, which is being prepared but which will not go on the air until next October, is said to be under consideration by some of the advertisers who are seeking new programs.

Nat Wolff, vice president in charge of radio television production of Young & Rubicam, New York, suggested, as one possible preventive of harried mid-season switches, that agency and client decide on a program six to nine months before placement so that enough time is available for mature preparation and the ironing out of the inevitable kinks that attend any project so costly and so ramified.

XUM

Like ice cream goes with cake

Low-cost results and W-I-T-H go together just like ice cream goes with cake. And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

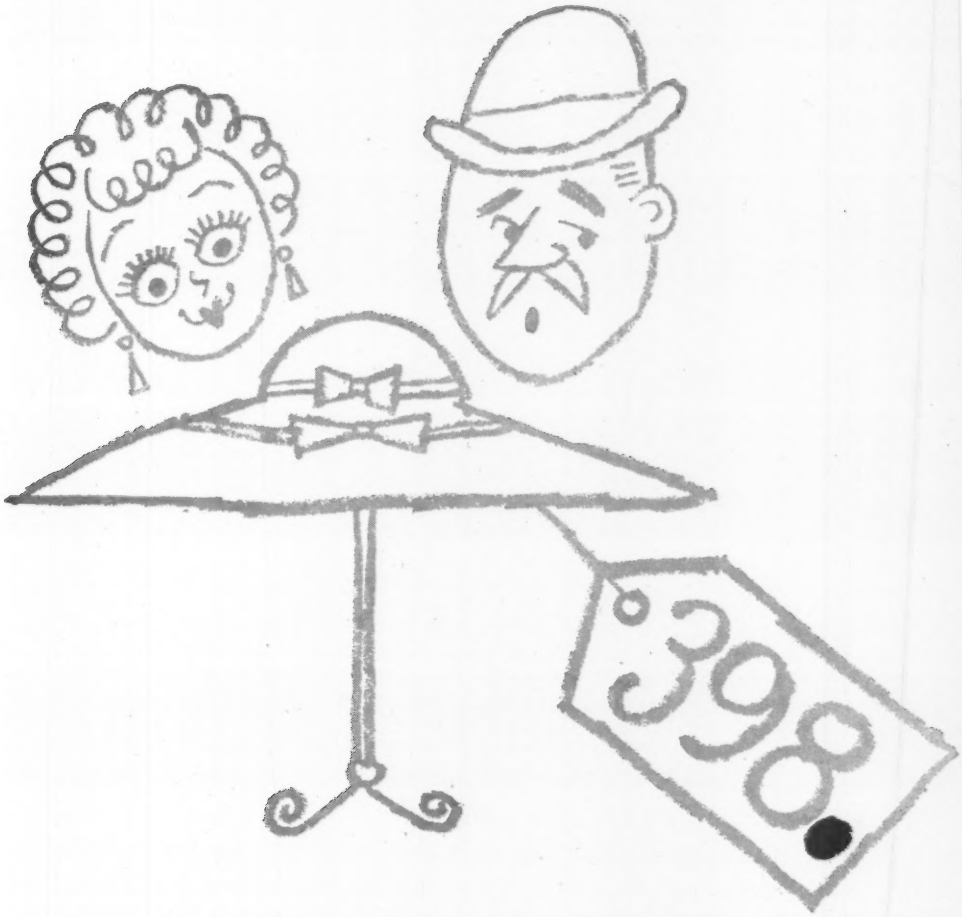
IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

some spots are better

For the best spot, at the right time, at the right place

XUM



than others

Every purchase soon becomes a matter of *digits* and *decimals.* But even in Spot Radio and Television advertising, the decision to buy is influenced by many factors.

Your NBC Spot Salesmen have top research and program information staffs at their command. They will supply you with the market data, audience composition and the cost-per-thousand-listeners statistics you need to develop and launch a limited campaign or multi-city saturation schedule. Your NBC Spot Salesmen know the importance of presenting *decision-making* facts for your consideration.

It takes expert planning to successfully put the decimals in your sales figures where you want them. For the complete service you need to plan successfully, call NBC Spot Sales.

representing
RADIO STATIONS:

WRC	*Washington*
WNBC	*New York*
WMAQ	*Chicago*
KNBC	*San Francisco*
WTAM	*Cleveland*
KOA	*Denver*

representing
TELEVISION STATIONS:

WNBK	*Cleveland*
WNBW	*Washington*
KPTV	*Portland, Ore.*
WRGB	*Schenectady-Albany-Troy*
WNBT	*New York*
WNBQ	*Chicago*
KNBH	*Los Angeles*
WPTZ	*Philadelphia*
WBZ-TV	*Boston*

NBC SPOT SALES
30 Rockefeller Plaza, New York 20, N.Y.

Chicago Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta* *Bomar Lowrance Associates*

GOP Congress

(Continued from page 26)

subcommittee; and Arthur G. Klein (D-N. Y.), F. Ertel Carlyle (D-N. C.), Homer Thornberry (D-Tex.), Joseph P. O'Hara (R-Minn.), J. Edgar Chenoweth (R-Col.).

Rep. E. C. Gathings (D-Ark.), who proposed the resolution to investigate what he termed "immoral" and "offensive" radio and TV programs, was also re-elected.

Rep. O'Hara is the author of the unsuccessful proposal to permit broadcasters to censor political candidates' speeches for "defamation." This was rejected by the House when it was considering the McFarland Bill in favor of Washington Republican Rep. Walt Horan's recommendation that broadcasters be exempted from liability for libeleous utterances by candidates while broadcast. This was deleted in conference. Rep. Horan was also re-elected.

Among other House members who retained their seats:

Rep. Harris Ellsworth (R-Ore.), broadcaster-publisher, who has interests in KRNR Roseburg, KFLW Klamath Falls and KYJC Medford, all Ore.

Rep. Richard W. Hoffman (R-Ill.), owner of WHFC; WEHS (FM) Chicago.

Rep. Frank T. Bow (R-Ohio), former WPAY Portsmouth, Ohio, commentator and former general counsel to the House Select Committee to Investigate the FCC.

Rep. Frazier Reams (Ind-Ohio), who has controlling interest in WTOL Toledo, Ohio.

Rep. H. R. Gross (R-Iowa), former radio commentator.

Rep. Alvin E. O'Konski (R-Wis.), owner of WLIN and WOSA (FM) Merrill, Wis.

Rep. John Phillips (R-Calif.), formerly half owner of KPAS Banning, Calif.

Rep. John J. Dempsey (D-N. M.), father of William J. Dempsey, of the Washington law firm of Dempsey & Koplovitz.

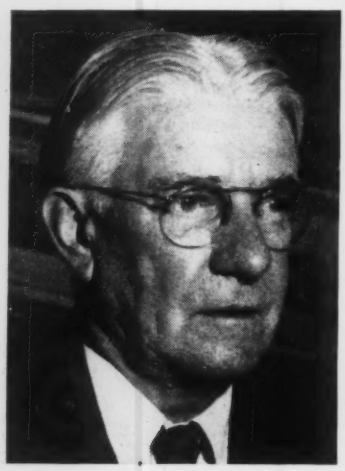
Rep. Harry R. Sheppard (D-Calif.), author of several bills affecting networks and rebroadcast rights.

Rep. William E. Miller (R-N. Y.), author of a proposal which would have given broadcasters a better credit base for excess profits tax.

Rep. Joseph R. Bryson (D-S. C.), author of a proposal to bar liquor advertising on the air.

Among state governors chosen in last week's balloting was Gov. Howard Pyle, Arizona Republican, re-elected. Gov. Pyle is a former vice president of KTAR Phoenix. Senator-elect Goldwater was Gov. Pyle's campaign manager when he was first elected in 1950.

* * *



Rep. WOLVERTON
. . . Set to head House group

First all-out user of the radio Talkathon campaign technique, Judge Francis Cherry was elected governor of Arkansas. He defeated incumbent Sidney S. McMath in the primaries for Democratic nomination—again tantamount to election.

Broadcast station owner-operator Roy Hofheinz, former president of FM Assn., led a field of four to become mayor of Houston. Mr. Hofheinz owns and operates KTHT Houston and KSOX Harlingen, both Texas; has a minority interest in WILD Birmingham, Ala., and held a CP for KACE Dallas which FCC set aside (see story page 30).

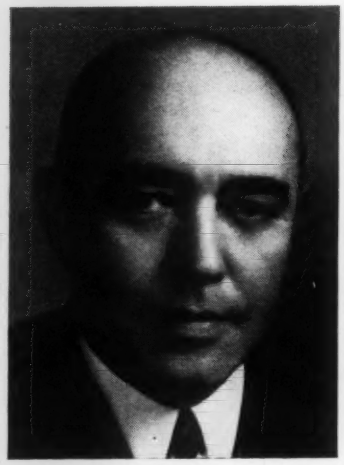
Defeated in the Utah Gubernatorial fight was Democratic candidate Earl J. Glade, vice president of KSL Salt Lake City. Mr. Glade, who at one time was general manager of the station, was defeated by Republican Gov. J. Bracken Lee, who was re-elected.

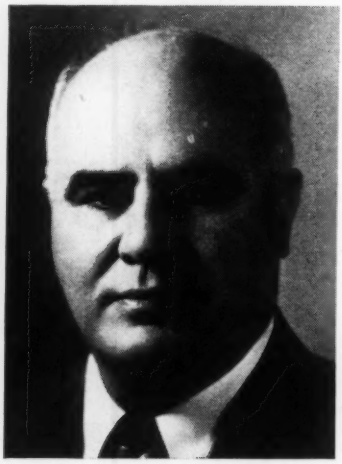
Republican-controlled Senate puts Sen. Robert A. Taft (R-Ohio) in the driver's seat. Sen. Taft's family owns WKRC-AM-FM-TV Cincinnati *(Cincinnati Times-Star)*. Licensee of WKRC owns a 20% interest in WBIR Knoxville, Tenn.

Among those mentioned as possible minority leader is Sen. Lyndon B. Johnson (D-Tex.), whose wife owns KTBC Austin, Tex. Station recently got a CP for TV.

Scheduled to head important Senate committees are Republicans: Sen. Styles Bridges (N.H.), Appropriations; Sen. Alexander Wiley (Wis.), Foreign Relations; Sen. William E. Jenner (Ind.), Rules & Administration; Sen. William Langer (N. D.), Judiciary; Sen. Homer E. Capehart, Banking.

Leading GOP possibilities for important House groups are these: Rep. John Taber (N.Y.), Appropriations; Rep. Robert B. Chiperfield (Ill.), Foreign Affairs; Rep. Leo E. Allen (Ill.), Rules; Rep. Chauncey W. Reed (Ill.), Judiciary; Rep. Daniel A. Reed (N.Y.), Ways & Means; Rep. Harold H. Velde, Un-American Activities.





AMONG those being mentioned as the broadcasting-communications specialist on the House Interstate & Foreign Commerce Committee are (l to r) Republicans Carl Hinshaw (Calif.), engineer; Joseph H. O'Hara (Minn.), member of subcommittee probing radio-TV programs and author of unsuccessful amendment to McFarland Bill to permit broadcasters to censor political candidates for libel, and Richard W. Hoffman (Ill.), owner of WHFC WEHS (FM) Chicago.

* * *

NEW FACES ON HILL COMMITTEES

Elections, Other Factors Aid in Revisions

THIRTEEN-MAN Senate Interstate & Foreign Commerce Committee will get five new members when the 83rd Congress convenes Jan. 3. It lost that many during the recent campaign which culminated in the elections last Tuesday.

Remaining are: Republican Senators Charles W. Tobey (N. H.), due to become chairman (see main story); Homer E. Capehart, erstwhile radio-phonograph manufacturer and owner of a phonograph company; John Bricker (Ohio), re-elected; John J. Williams (Del.), famous for uncovering the Internal Revenue scandals; Democratic Senators Edwin C. Johnson (Col.), outgoing chairman; Warren G. Magnuson (Wash.); Lyndon B. Johnson (Tex.) and Lester C. Hunt (Wyo.).

McFarland Defeated

Defeated last week were Sen. Ernest F. McFarland (D-Ariz.), majority leader of the Senate, author of the McFarland Law revising the Communications Act and chairman of the Senate Commerce communications subcommittee, and Sen. James P. Kem (R-Mo.). Others who no longer will be with the Committee are Sen. Herbert R. O'Conor (D-Md.), who retired; Sen. Owen Brewster (R-Me.), defeated in the primaries; and the late Sen. Brien McMahon.

Communications subcommittee will be headed by Sen. Tobey, it is understood, and will include Senators Capehart and Johnson among others. Sen. Tobey, who sailed with Mrs. Tobey for the UNESCO conference in Paris Nov. 7, is also due to become chairman of the NARBA subcommittee of the Senate Foreign Relations Committee.

Senate Foreign Relations subcommittee on foreign information activities (including Voice of America) may be headed by Sen. Alexander Wiley (R-Wis.), who is also due to be head of the full committee; or Sen. Bourke B. Hickenlooper (R-Iowa). Both are GOP members of the present subcommittee, headed by Democrat Sen. J. W. Fulbright (Ark.).

House Interstate & Foreign Commerce Committee will be headed by Rep. Charles A. Wolverton (R-N. J.), as it was in the 80th Congress. Who the communications specialist may be is unknown, but it is believed it may be one of these three Republicans: Rep. Carl Hinshaw (Calif.), an engineer; Rep. Joseph P. O'Hara (Minn.), member of the subcommittee investigating radio and TV programs and author of the proposal to permit broadcasters to censor candidates' speeches for "defamation"; Rep. Richard W. Hoffman (Ill.), WHFC WEHS (FM) Chicago.

The House committee does not have a regular communications subcommittee as does the Senate committee.

Four members of the House committee will be missing next January. They are Republicans Leonard W. Hall (N. Y.), who resigned to return to law practice; Harmar D. Denney Jr. (Pa.), defeated in the elections, and Democrats Lindley Beckworth (Tex.), defeated in the primaries in his bid for the Senate nomination, and John A. McGuire (Conn.), defeated in last week's balloting.

Others on the committee, in addition to those named above, are: Republicans Robert Hale (Me.), James I. Dolliver (Iowa), John W. Heselton (Mass.), Hugh D. Scott Jr. (Pa.), John B. Bennett (Mich.), J. Edgar Chenoweth (Col.), John V. Beamer (Ind.). Democrats Robert Crosser (Ohio), retiring chairman; J. Percy Priest (Tenn.), Oren Harris (Ark.), Dwight L. Rogers (Fla.), Arthur G. Klein (N. Y.), Thomas B. Stanley (Va.), William T. Granahan (Pa.), F. Ertel Carlyle (N. Y.), John Bell Williams (Miss.), Peter F. Mack Jr. (Ill.), Homer Thornberry (Tex.), Louis B. Heller (N. Y.), Kenneth A. Roberts (Ala.), Morgan M. Moulder (Mo.), and Harley O. Staggers (W. Va.).

XUM

IT'S

HOOPER—NATURAL

. . . these WHP, CBS ratings in Harrisburg

HOOPER STATION LISTENING INDEX MARCH 1952

HARRISBURG, PA.

TIME	WHP	STATION A	STATION B	STATION C
MON. THRU FRI. 8:00 AM-12:00 NOON	60.2	11.3	18.9	7.3
MON. THRU FRI. 12:00 NOON-6:00 PM	65.3	12.4	10.8	7.2
SUNDAY 12:00 NOON-6:00 PM	43.7	15.6	15.3	18.2
SUN. THRU-SAT. EVE 6:00 PM-10:30 PM	57.3	20.0	15.3	5.6
TOTAL RATED TIME PERIODS	59.6	15.7	14.7	7.1

There's a lot more to radio than ratings. But when you combine radio's top ratings with continuing dominance of Pennsylvania's top quality market, you get best value for your money.

Harrisburg's far ahead of every major market in Pennsylvania in retail sales activity—92% above the national average.

Mr. 580 delivers 'way above average results, too . . . in all South Central Pennsylvania . . . in Lancaster, York and Lebanon.

HARRISBURG, PA.
5000 W 580 KC

CBS RADIO NETWORK *Represented by* **BOLLING**

THE KEY STATION OF THE KEYSTONE STATE

Election Tab for Radio, TV Listed

(Continued from page 25)

be required to set aside equal free time blocks to both major parties.

The subcommittee, headed by Sen. Thomas Hennings (D-Mo.), whose term won't expire until 1957, has sent out questionnaires to all broadcasters and a number of newspapers, including those with radio-TV properties. The radio-TV questionnaire is more detailed, while newspapers are asked to submit data on the number of advertisements bought by political groups.

The broadcast form seeks network affiliation (or whether owned and operated); a list of all political telecasts or radio broadcasts, including spot announcements "which in whole or in part support candidates for federal office"; date and time of programs, including point of origin, type (live or film) and whether local, regional or national; name of sponsor, candidate and speaker; and "the total amount paid your station."

Varied Data Asked

The form explains the amount as the "sum paid to you by a network or another station in contrast to payment made directly to you by the sponsor or his agent."

Attorneys for some stations have sought clarification on the latter requests, explaining it's impractical sometimes to accurately compute this amount where a national sum is involved.

NARTB officials conferred last week with subcommittee counsel, raising these and other questions. Subcommittee stressed its primary purpose is to evaluate the radio-TV factor in overall campaign costs looking toward legislation.

NARTB has advised its members that, on the basis of these talks with the subcommittee counsel, "we are satisfied that this investigation is limited to the interest (of) the reappraisal of campaign costs with a view to making new legislative proposals. It is *not*, according to our information, in any way connected with questions pertaining to 'equal opportunity,' or 'comparable charges' arising out of Sec. 315 of the Communications Act as amended by the McFarland bill recently."

NARTB's Comment

The questionnaire, NARTB feels, "is in no way designed to produce information relevant to these other matters, as it does not disclose or attempt to reach conclusions on the issue of whether or not stations provided equal opportunity to all candidates, or what relationship political charges bear to established charges made for comparable use of the radio or television station."

Under Sec. 315, as amended by the McFarland bill, stations are prohibited from charging candidates more than the "comparable" rate offered to commercial sponsors.

A bulletin was prepared by Ralph Hardy, NARTB government relations director. It said these suggestions have the subcommittee's approval.

1. Since all national networks will be submitting cost figures directly to the Subcommittee, it will not be necessary where the information is not readily available to show "Total Amount Paid Your Station" with respect to national network programs. Please indicate when you adopt this method of handling national network billings that the figures are not readily available, and that the national originating network will supply them direct to the Subcommittee.

2. It will be necessary for you to show costs for all locally originated political programs or announcements in behalf of federal candidates and also for all combinations of stations or regional networks short of a national network within the meaning ordinarily associated with that classification.

3. With respect to reporting spot announcements, it is agreeable with the Subcommittee if you group all spot announcements purchased by each individual sponsoring organization or individual. In this connection under the column headed "Date and Time of Broadcast (or Telecast)", please indicate information comparable to the following, "30 spot announcements broadcast during the period August 1, 1952 to November 3, 1952." In the case of spot announcements it will not be necessary to show who the speakers were, but all other information should be listed.

4. When identifying sponsors, please do not use short titles such as "Democrats" or "Republicans." Wherever you can, state that it was sponsored by the "Democratic State Central Committee," for example. The Subcommittee is just as interested in the identity of the sponsoring group as it is with other information requested in the questionnaire.

5. Please do not include political broadcast information for any state or local offices. This survey is limited to campaigns in behalf of the President, the Vice President, Senators and Representatives only.

An accompanying letter by Sen. Hennings asked that "as directed in this questionnaire this form should be fully completed and returned to the subcommittee not later than Nov. 24." A similar letter to newspaper executives suggested a reply "at your earliest convenience." Political programming since Aug. 1 is affected.

Drafted by Staff

Allen J. Goodman, counsel for the subcommittee, said that the broadcast form was drafted by the staff after consultation with broadcasters. He added that it would take "several weeks" to tabulate all figures before specific legislation can be drafted on campaign spending. The group is a branch of the powerful Senate Rules Committee.

Members of both branches of Congress also are limited by the Hatch amendment to the Federal Corrupt Practices Act on their campaign expenditures — for the Senate to $25,000, for the House, $10,000—a fact which has caused consternation in some political circles, particularly among candidates who receive minimal contributions.

The House financial reports threw further light on contributions by personalities identified with radio-TV and related fields. Among those listed in the newer reports—from Oct. 22-23 to Oct. 29-30 and others made available—were these names:

Frank M. Folsom, RCA president, $1,500, to the National Volunteers for Stevenson; Eugene H. Merrill, Falls Church, Va. (identified as FCC Comr. Merrill), $100, to the Democratic National Committee; Paul A. Porter, Washington attorney, $500, Democratic National Committee; Abbott Kimball, ad agency executive, $100, Citizens for Eisenhower; G. Mahlon Kline, Smith, Kline & French Labs, $1,000, Citizens for Eisenhower; John A. Kennedy, KFMB San Diego, $1,500, Volunteers for Stevenson; the late Francis P. Matthews, former stockholder in WOW Omaha and KODY North Platte, Neb., $1,500, Stevenson-Sparkman Forum Committee; Nathan Straus, WMCA New York, $1,500, Stevenson-Sparkman Forum Committee.

Sums in Capsule

Following is a capsule of the sums paid or obligated by each committee to the network or agency involved during the last week of October. Other listings appeared in last week's issue [B•T Nov. 3]. Local stations are not listed here.

Democratic National Committee — ABC, $11,290.86, $12,412.83, $7,537.68; CBS, $5,440; Joseph Katz Co., $7,969.17.

Republican National Committee — Kudner Inc., $5,872.50, $265,000; Ted Bates & Co., $278.45.

National Volunteers for Stevenson—ABC, $27,055.15, $28,000, $11,752.10; NBC, $15,590; Joseph Katz Co., $22,000, $7,646.80, $10,466, $35,917, $58,841.72, $45,000.

Republican Congressional Committee —Kudner Inc., $110,709.56, $49,025, $1,611.02 (radio-TV-newspapers).

Republican Senatorial Committee — Kudner Inc., $65,000, $61,500, $66,890.

Stevenson-Sparkman Forum Committee—Joseph Katz Co., $78,000, $82,179.80, $8,880 (newspaper advertising, production cost related to radio-TV programs), $35,000 (spot radio campaign).

In addition to these sums, other amounts were paid to recording firms, special broadcast funds, film companies, local stations, etc.

The $278.45 paid to Ted Bates & Co. presumably was for the production work done by that agency on the GOP spot campaign which aroused so much controversy. All reports included, the agency received $20,278,45 on what was purported to be a $2 million spot blitz, according to the National Volunteers for Stevenson.

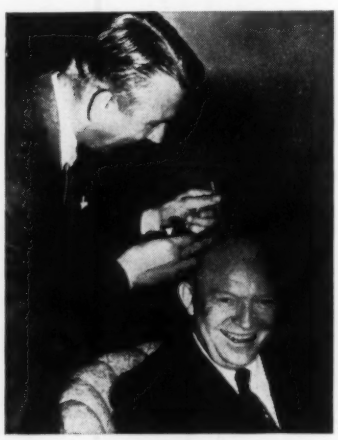
Radio and TV was used extensively on the local levels, too, along with Telethons.

In Baltimore, Joseph Katz Co. noted that in Maryland's Senatorial race, "the winner used radio—almost exclusively . . . The loser used television — exclusively." J. Glenn Beall, the successful GOP candidate, utilized saturation radio spot schedules. George P. Mahoney, the defeated Democratic candidate, "didn't spend a nickel on radio but used a very heavy television campaign," the agency reported.

In other areas, notably Virginia, it was perhaps the opposite. Joel Broyhill, GOP House candidate, concentrated on television and came out victorious.

In New York, Gov. Tom Dewey put on a 17-hour telethon locally on WOR-TV—an effort which apparently paid dividends. (See separate story, page 84.)

* * *



HEAD that stopped a clock belonged to none other than . . . shown here being treated in the "nick of time" at WBZ-TV Boston studio last Monday by his staff member, Bill Hamilton. A photographer, maneuvering for an angle shot, inadvertently knocked a portable clock off a music stand and onto the President-Elect's pate.

Knew Voting Pulse

WHILE many of the nationwide polls were hedging their national election predictions, Dr. Raymond A. Kemper, director of the Psychological Services Center, U. of Louisville, correctly predicted the vote on three Louisville bond issues. Dr. Kemper is well known for his comprehensive area study made for WAVE Louisville on radio as a medium vs. newspapers and magazines [B•T, Oct. 1, 1951]. Dr. Kemper accurately called the three bond issue votes despite the requirement of a two-thirds majority for passage.

KSVC RENEWAL

Ends Two-Year Case

LONG-PENDING dispute over renewal of the license of KSVC Richfield, Utah, was settled Wednesday when the FCC granted license renewal to the station. The case had been set for hearing in 1950 because of stock sale by William L. Warner Sr. to Sevier Valley Bcstg. Co., in which he was interested. The sale was declared to have been based on need for more capital in building the station in 1947.

In granting renewal the Commission noted that the true financial situation had not been accurately reported in 1948 but heeded the explanation that the applicants believed they had to supply original ownership data until FCC granted permission to change the figures, which involved loss of control.

FCC said the owners subsequently filed correct reports and it gave "some but not controlling consideration" to its satisfaction with KSVC program service.

CONSTRUCTION of a 46,000 square ft., one-story brick addition to the Admiral Corp. TV plant in Bloomington, Ind., has been announced by John B. Huarisa, executive vice president.

XUM

XUM

Don Lee's Radio Audiences Are Still Up!

1st 6 MONTHS '52 vs. 1st 6 MONTHS '49*

Daytime audience 11.1% higher

Evening audience 3.4% higher

...and network rates are currently LOWER than they were in 1949!

**Pacific Nielsen Ratings, full network average audience, Monday thru Friday.*

These are "living room" audiences only. They do not include the vast number of out-of-home listeners.

XUM

Don Lee has the most complete, consistent, local coverage of the Pacific Coast at the lowest cost per sales impression of any sales medium

Averaging $125,000,000 a year, the Pacific Coast fishing industry is the nation's largest. And DON LEE is the largest Pacific Coast network... the only one big enough to cover all 45 of the important Pacific Coast markets with *local* network stations.

Therefore, only DON LEE can consistently reach your prospects in these widely separated markets from their own local network station. Further, only DON LEE has the flexibility to match your distribution. You can buy what *you* need, where you need it. No waste!

That's why DON LEE consistently carries more Pacific Coast regional business (with more regional shows in the top ten) than any other network. Advertisers who know the Pacific Coast best also know the best Pacific Coast sales medium... DON LEE.

Represented Nationally by JOHN BLAIR

The Nation's Greatest Regional Network

Mutual DON LEE BROADCASTING SYSTEM

1313 North Vine Street
Hollywood 28, California

XUM

RADIO HOMES COUNT

Issued for Col., Ky., Miss., Neb., N. M.

OFFICIAL census figures showing the number of radio homes in Colorado, Kentucky, Mississippi, Nebraska and New Mexico have been made available by the U. S. Census Bureau.

The figures show the official Census Bureau tabulation of radio homes as of April 1950 when the nationwide count was made.

Also shown are television homes, but TV circulation was infinitesimal in most of the areas when the census was taken because fewer than 5 million video receivers had been manufactured at that time and not many stations were on the air.

Official census data for the states follow:

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—COLORADO

Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: With Radio 1950 Number	RADIO: With Radio 1950 Per Cent	RADIO: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: With TV Number	TELEVISION: With TV Per Cent
The State	1,325,089	391,235	386,070	369,975	95.8	258,573	383,555	2,285	0.6
S.M.A.									
Denver	563,832	172,104	169,175	165,090	97.6	107,539	167,445	1,085	0.6
Pueblo	90,188	24,357	24,290	23,360	96.2	15,493	24,155	105	0.4
Urbanized Areas									
Denver Urbanized Area	498,743	153,899	151,370	147,945	97.7	*	149,715	1,020	0.7
Pueblo Urbanized Area	73,247	20,261	20,140	19,480	96.7	*	20,040	80	0.4
URBAN PLACES (10,000 or more)									
Aurora	11,421	3,517	3,470	3,415	98.4	937	3,490	20	0.6
Boulder	19,999	5,572	5,495	5,440	99.0	3,900	5,480	25	0.5
Colorado Springs	45,472	15,661	15,510	15,000	96.7	10,661	15,470	20	0.1
Denver	415,786	130,306	128,490	125,330	97.5	86,621	126,510	930	0.7
Englewood	16,869	5,223	5,020	4,975	99.1	2,688	5,120	5	0.1
Fort Collins	14,937	4,518	4,550	4,450	97.8	3,471	4,520	15	0.3
Grand Junction	14,504	4,480	4,375	4,260	97.4	3,141	4,365	45	1.0
Greeley	20,354	6,397	6,320	6,155	97.4	4,199	6,315	10	0.2
Pueblo	63,685	19,151	19,020	18,420	96.8	12,279	18,935	65	0.3
Trinidad	12,204	3,454	3,400	3,195	94.0	2,511	3,390	20	0.6
COUNTIES									
Adams	40,234	10,383	10,165	9,870	97.1	4,402	10,150	30	0.3
Alamosa	10,531	2,836	2,795	2,590	92.7	2,105	2,795	20	0.7
Arapahoe	52,125	15,160	14,595	14,275	97.8	7,798	14,945	55	0.4
Archuleta	3,030	803	775	630	81.3	506	715	5	0.7
Baca	7,964	2,337	2,360	2,240	94.9	1,085	2,385	15	0.6
Bent	8,775	2,290	2,285	2,135	93.4	1,771	2,290	30	1.3
Boulder	48,296	14,073	13,850	13,570	98.0	10,070	13,850	75	0.5
Chaffee	7,168	2,284	2,255	2,150	95.3	1,936	2,245	5	0.2
Cheyenne	3,453	970	990	945	95.5	642	995	20	2.0
Clear Creek	3,289	1,092	1,135	1,090	96.0	957	1,130	15	1.3
Conejas	10,171	2,360	2,360	1,920	81.4	1,268	2,370	15	0.6
Costilla	6,067	1,346	1,315	970	73.8	627	1,305	5	0.4
Crowley	5,222	1,431	1,390	1,315	94.6	1,041	1,375	5	0.4
Custer	1,573	513	575	540	93.9	447	575	..	..
Delta	17,365	5,205	5,090	4,810	94.5	3,369	5,185	25	0.5
Denver	415,786	130,306	128,490	125,330	97.5	86,621	126,510	930	0.7
Dolores	1,966	562	565	545	96.5	323	565	..	..
Douglas	3,507	1,113	1,125	1,100	97.8	818	1,120	..	..
Eagle	4,488	1,350	1,385	1,270	91.7	1,135	1,380	30	2.2
Elbert	4,477	1,312	1,270	1,200	94.5	1,149	1,260	15	1.2
El Paso	74,523	23,214	23,075	22,310	96.7	14,593	23,015	55	0.2
Fremont	18,366	5,485	5,435	5,120	94.2	4,199	5,430	55	1.0
Garfield	11,625	3,553	3,545	3,355	94.6	2,216	3,540	25	0.7
Gilpin	850	314	285	245	86.0	437	285	5	1.8
Grand	3,963	1,209	1,100	1,015	92.3	780	1,105	..	..
Gunnison	5,716	1,628	1,585	1,440	90.9	1,415	1,595	5	0.3
Hinsdale	263	101	90	75	83.3	76	90	5	5.6
Huerfano	10,549	3,014	2,920	2,475	84.8	2,308	2,910	20	0.7
Jackson	1,976	661	705	590	83.7	367	705	..	..
Jefferson	55,687	16,255	15,925	15,615	98.1	7,718	15,840	70	0.4
Kiowa	3,003	895	835	785	94.0	602	835	5	0.6
Kit Carson	8,600	2,458	2,385	2,280	95.6	1,441	2,340	30	1.3
Lake	6,150	1,795	1,725	1,535	89.0	1,699	1,690	..	..
La Plata	14,880	4,228	4,155	3,855	92.8	2,901	4,140	5	0.1
Larimer	43,554	13,057	13,025	12,640	97.0	8,925	12,990	55	0.4
Las Animas	25,902	6,994	7,005	6,135	87.6	4,917	6,895	40	0.6
Lincoln	5,909	1,771	1,705	1,605	94.1	1,277	1,450	10	0.7
Logan	17,187	4,869	4,800	4,620	96.3	3,796	4,790	35	0.7
Mesa	38,974	11,472	11,260	10,780	95.7	7,216	11,250	135	1.2
Mineral	698	218	80	75	93.8	232	185	..	..
Moffat	5,946	1,825	1,745	1,620	92.8	1,119	1,695	20	1.2
Montezuma	9,991	2,808	2,790	2,550	91.4	1,704	2,765	55	2.0
Montrose	15,220	4,514	4,455	4,145	93.0	3,064	4,450	35	0.8
Morgan	18,074	5,030	5,030	4,800	95.4	3,681	5,025	20	0.4
Otero	25,275	7,284	7,235	6,670	92.2	4,855	7,170	30	0.4
Ouray	2,103	651	655	620	94.7	499	655	10	1.5
Park	1,870	638	650	620	95.4	780	650	..	..
Phillips	4,924	1,514	1,540	1,480	96.1	1,170	1,535	..	..
Pitkin	1,646	516	525	460	87.6	423	515	10	1.9
Prowers	14,836	4,276	4,285	4,010	93.6	2,507	4,270	40	0.9
Pueblo	90,188	24,357	24,290	23 360	96.2	15,493	24,155	105	0.4
Rio Blanco	4,719	1,446	1,450	1,360	93.8	653	1,450	..	..
Rio Grande	12,832	3,298	3,145	2,860	90.9	2,196	3,135	5	0.2
Routt	8,940	2,642	2,630	2,400	91.3	2,331	2,680	5	0.2
Saguache	5,664	1,501	1,575	1,385	87.9	951	1,595	10	0.6
San Juan	1,471	384	390	370	94.9	324	395	..	..
San Miguel	2,693	792	745	665	89.3	691	765	..	..
Sedgwick	5,095	1,450	1,435	1,375	95.8	1,127	1,440	..	..
Summit	1,135	392	410	390	95.1	481	415	..	..
Teller	2,754	937	885	810	91.5	1,624	910	..	..
Washington	7,520	2,161	2,115	2,045	96.7	1,636	2,130	20	0.9
Weld	67,504	18,647	18,540	17,780	95.9	13,602	18,715	55	0.3
Yuma	10,827	3,255	3,250	3,165	97.4	2,477	3,290	15	0.5

* Not available.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—KENTUCKY

Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: With Radio 1950 Number	RADIO: With Radio 1950 Per Cent	RADIO: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: With TV Number	TELEVISION: With TV Per Cent
The State	2,944,806	778,754	769,835	709,165	92.1	444,416	763,005	39,430	5.2
S.M.A.									
Lexington	100,746	27,124	26,770	25,560	95.5	16,678	26,710	525	2.0
Louisville	576,900	166,122	163,960	157,630	96.1	105,487	163,355	17,035	10.4
Louisville Urbanized area	472,736	139,358	137,390	132,250	96.3	*	136,790	14,165	10.4
URBAN PLACES									
Ashland	31,131	8,976	8,880	8,555	96.3	6,527	8,695	410	4.7
Bowling Green	18,347	5,388	5,310	4,885	92.0	2,893	5,275	30	0.6
Covington	64,452	20,021	19,920	19,325	97.0	16,417	19,830	4,895	24.7
Fort Thomas	10,870	3,272	3,290	3,265	99.2	2,641	3,275	1,040	31.8
Frankfort	11,916	3,656	3,620	3,505	96.8	2,499	3,625	25	0.7
Henderson	16,837	5,222	5,200	4,790	92.1	2,921	5,180	60	1.2
Hopkinsville	12,526	4,107	4,100	3,725	90.9	2,184	4,055	25	0.6
Lexington	55,534	15,642	15,390	14,465	94.0	10,813	15,345	240	1.6
Louisville	369,129	108,825	107,285	103,050	96.1	76,864	106,825	10,080	9.4
Madisonville	11,132	3,590	3,485	3,310	95.0	1,947	3,485	30	0.9
Middlesborough	14,482	3,656	3,610	3,405	94.3	1,945	3,615	45	1.2
Newport	31,044	9,566	9,460	9,080	96.0	8,077	9,460	3,050	32.2
Owensboro	33,651	9,867	9,750	9,390	96.3	6,769	9,680	55	0.6
Paducah	32,828	10,264	10,195	9,445	92.6	6,785	10,120	45	0.4
COUNTIES									
Adair	17,603	4,478	4,620	4,085	88.4	1,902	4,580	35	0.8
Allen	13,787	3,972	3,870	3,575	92.4	1,841	3,865	55	1.4
Anderson	8,984	2,623	2,580	2,435	94.4	1,718	2,575	15	0.6
Ballard	8,545	2,608	2,605	2,415	92.7	1,553	2,580	15	0.6
Barren	28,461	7,860	7,885	7,255	92.0	4,138	7,835	70	0.9
Bath	10,410	2,762	2,780	2,440	87.8	1,577	2,785	40	1.4
Bell	47,602	10,694	10,570	9,395	88.9	5,026	10,460	65	0.6
Boone	13,015	3,750	3,585	3,410	95.1	2,232	3,575	650	18.2
Bourbon	17,752	5,145	5,070	4,755	93.8	3,513	5,045	95	1.9
Boyd	49,949	13,458	13,420	12,775	95.2	8,880	13,225	475	3.6
Boyle	20,532	5,315	5,275	4,900	92.9	3,238	5,220	30	0.6
Bracken	8,424	2,522	2,535	2,355	92.9	1,798	2,510	155	6.2
Breathitt	19,964	4,052	4,065	3,250	80.0	1,003	4,035	40	1.0
Breckenridge	15,528	4,303	4,230	3,680	87.0	2,346	4,195	55	1.3
Bullitt	11,349	3,002	2,965	2,625	88.5	1,475	2,955	135	4.6
Butler	11,309	2,974	3,010	2,550	84.7	1,254	3,005	30	1.0
Caldwell	13,199	3,994	3,925	3,575	91.1	2,291	3,880	50	1.3
Calloway	20,147	5,891	5,785	5,440	94.0	2,995	5,780	25	0.4
Campbell	76,196	22,348	22,290	21,685	97.3	17,912	22,260	7,130	32.0
Carlisle	6,206	1,858	1,770	1,685	95.2	1,192	1,775	35	2.0

(Continued on page 102)

STATISTICS in adjacent tables are extracted from final reports of the 1950 Census of Housing, Series H-A, No. 6 for Colorado, No. 17 for Kentucky, No. 24 for Mississippi, No. 27 for Nebraska and No. 31 for New Mexico, which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 50, 65, 55, 45 and 40 cents per copy, respectively.

Statistics on distribution of the population in the states are presented in final reports of the 1950 Census of Population, Series P-A, No. 6, 17, 24, 27 and 31, now available from the Superintendent of Documents at 20, 20, 15, 20 and 15 cents a copy, respectively. Descriptions and maps of "urbanized areas" are presented in these reports.

Statistics on characteristics of the population in the states are presented in final reports of the 1950 Census of Population, Series P-B, No. 6, 17, 24, 27 and 31, available from the Superintendent of Documents, at 45, 65, 60, 50 and 35 cents per copy, respectively. Descriptions of Standard Metropolitan Areas, if any, are presented in these reports.

A Standard Metropolitan Area is generally described as a county or group of contiguous counties with at least one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.

XUM

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

November 8, 1952

To the PRESS and RADIO:

Subject: WHAT KIND OF ROADS?

Everybody wants good roads.
But what kind of roads?

Shall we try to build roads of the kind required only by the heavier trucks which number about one per cent of all motor vehicles?

Or shall we build less expensive roads with capacity and strength sufficient for the satisfactory operation of the other 99 per cent of motor vehicles?

These are questions which call for an answer as the people of the United States are being urged to undertake the most expensive road building program in all history—a program proposing expenditures of up to 100 billion dollars in the next few years.

Light on the answers to such questions is thrown by the final report, just issued, on the Maryland Road Test conducted for eleven state highway departments and the United States Bureau of Public Roads by the Highway Research Board, an impartial scientific government body.

The railroads had no part in making the test. Representatives of motor trucking interests participated in the selection of the stretch of road on which the test was made, advised on the plan of research, and were represented in the conduct of the test itself. It was agreed in advance that the road selected for test purposes was typical of an "extensive mileage of concrete pavement . . . in this country."

Over this typical pavement, on parallel lanes which were substantially identical, trucks were operated with maximum loads of 18,000 pounds, and other trucks with 22,400 pounds on single axles. On another pair of parallel and identical lanes, trucks were operated with loads of 32,000 pounds and 44,800 pounds on dual, or tandem axles. Differences in the effects upon the pavement were carefully measured and recorded. These "differences in physical damage," the report states, are "directly attributable to the difference between the axle loads applied."

Measuring these differences in damage done, the report said that "the 22,400-lb. single-axle loads caused 6.4 times as much cracking . . . as the 18,000-lb. single-axle loads" and "the 44,800-lb. tandem-axle loads caused 12.3 times as much cracking as the 32,000-lb. tandem-axle loads."

XUM

ASSOCIATION OF AMERICAN RAILROADS

The report further shows that the 32,000-lb. and 44,800-lb. tandem-axle loads, despite the fact that they were carried on two axles instead of one, caused "greater pumping, cracking and settlement" and "greater distress" to the pavement than the single axle loadings of 18,000 pounds and 22,400 pounds.

It has been contended that the results of the Maryland test should be discounted because the soil predominantly underlying the pavement was of a silty clay type. As to this, the report points out that while "pumping" develops more readily in pavements laid on fine-grained soil than on granular soil, progressive damage to concrete pavements requires that "the frequency and weight of traffic must be great enough to overstress the slab to develop cracking and subsequent settlement." It further appears in the report that the predominant type of soil underlying the stretch of road on which the test was run also predominates over virtually all the area of states east of the Mississippi River and important areas in other sections of the country.

"Pumping in concrete pavements," the report says, "did not become a problem until the advent of the greater use of heavy trucks." No doubt it is possible by spending enough money on specially-prepared subgrades and extra thick pavements, to build roads which will stand up under such trucks. But this does not answer the question, is it necessary or is it wise, to do so?

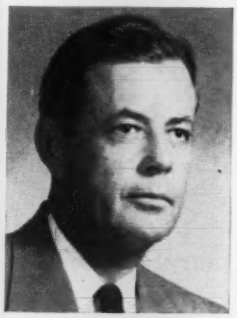
Tests conducted by impartial public authority are helping to find the answer to such questions which concern us all both as taxpayers and as users of the highways—questions of what kind of roads should be built, and for whom they are to be built, and who is to foot the bill.

Railroads have the same interest in these questions as other large users of the highways and heavy taxpayers. They have, in addition, a particular interest because of their own highways of steel, designed and built to take the heavy loads of the nation's commerce. The more freight the railroads carry on these steel highways, the less will be the wear and tear on your public highways, and the less the taxpayers will have to spend for building and maintaining them.

Sincerely yours,

William T. Faricy

This is Mr. Deauquier



This is what he says

"Our decision to sponsor Fulton Lewis, Jr. on KORA back in 1948 was a wise one. Aside from favorable public relations and institutional value, the broadcasts have proved to be helpful from a tangible new business point of view. Our business (Hall Bros. Lumber Co., Bryan, Texas) has tripled in size, and much of this growth has been since 1948 when Fulton Lewis, Jr. started doing his terrific selling job for us."

This is Fulton Lewis, Jr.

whose 5-times-a-week program is available for sale to local advertisers at local time cost plus low prorated talent cost. Currently sponsored on 364 Mutual stations by 752 advertisers, the program offers a tested means of reaching customers and prospects. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, N.Y.C. 18 (or Tribune Tower, Chicago, 11).

'RADIO REDISCOVERY' *Pointed Up by John Karol*

PUBLIC has invested something like $4 billion in new radio sets since the war—and not for use as "ornaments," John J. Karol, CBS Radio vice president in charge of network sales, told the Indianapolis Advertising Club last Thursday.

He said "we now know that television has not depressed radio listening nearly so much as it has changed the pattern of listening"; that radio listening is on the upgrade "right in the television homes"; that advertiser faith in daytime radio has continued and that evening radio now is receiving "a great deal of new interest."

Speaking on "The Rediscovery of Radio," Mr. Karol said that actually "the great majority of people never had to rediscover radio—they never lost it."

He noted that Americans have bought more than 96 million radios since January 1946, which means that "about 90% of the 110 million radio sets in the nation are postwar models." He continued:

"In television areas, it is now an accepted fact that daytime radio is by far the most widely used and efficient advertising medium. So advertiser faith in daytime radio has continued. If anything, it has, I believe, increased. However, this same faith has not been displayed by all advertisers in nighttime radio. These advertisers are a part of the group that is now busily engaged in the rediscovery of radio. The other members of the group include many agency executives and many radio people."

Studies show, Mr. Karol noted, that TV "has increased tremendously the use of secondary sets." Radio "continues to be used but its use takes place largely outside the living room, and this usage is largely unmeasured."

Evening Listening High

Contrary to general conjecture, he said, it has been found that "evening radio usage in television homes is highest between 8 and 10 p.m." and that "the most popular programs are not news and music but the same big shows of the type that are most popular nationally."

In the last October-April season, he said, radio listening increased 28% in the TV homes of the top 10 TV cities. "And that increase occurred during the evening hours," he added. A. C. Nielsen Co. data, he said, showed that in New York "between September 1951 and September 1952 radio listening in television homes was up and television viewing was down."

Mr. Karol said many Monday-through-Friday daytime advertisers "are moving into nighttime radio" in an effort to reach "not only the housewife" but also the 19 million working women, other millions of working men, and others not available in daytime.

"Where just a year ago the mere mention of nighttime availabilities was good for a laugh in any agency," he said, "I'm now getting phone calls asking what we have open at night. And we have increasingly few availabilities."

He said his network's evening schedule "is substantially ahead of last year's in the number of hours of commercial time sold," and "this season will see more sales made later this year." Considering both daytime and evening, he reported, "we have more commercial time sold this fall than last."

As the "rediscovery of radio" continues, Mr. Karol said, "as we learn more about the usage of secondary sets, of portables and auto radios, we will, I am certain, find out that radio has been and is now an even more effective and efficient medium than we had believed."

AMPEX RECORDER
Gives Directional Effect

STEREOPHONIC recorder developed by Ampex Electric Corp. gives sound a directional effect by employing a dual track head assembly which records or plays back two separate channels simultaneously, according to Ampex engineers.

The new recorder, the Model 403-2, has the same performance characteristics as the Ampex Model 403 magnetic tape audio recorder. The stereophonic model allows material to be recorded by two properly placed microphones and played back through two similarly spaced loudspeakers to give sound a "third dimension" effect similar to the visual realism of stereoscopic photography, Ampex spokesmen said.

Supplied as a three-case portable or for rack mounting, the two-speed Ampex machine amplifies recording or playbacks on each sound track with separate electronic assemblies. The new model has 7½- and 15-inch tape speeds per second, full remote solenoid control, built-in pre-amplifiers for microphone and bridging low level lines, frequency response to 15,000 cycles at 7½-inch tape speed and signal-to-noise ration over 55 db. Information may be secured from Ampex Electric Corp., 934 Charter St., Redwood City, Calif.

Original Scripts Wanted

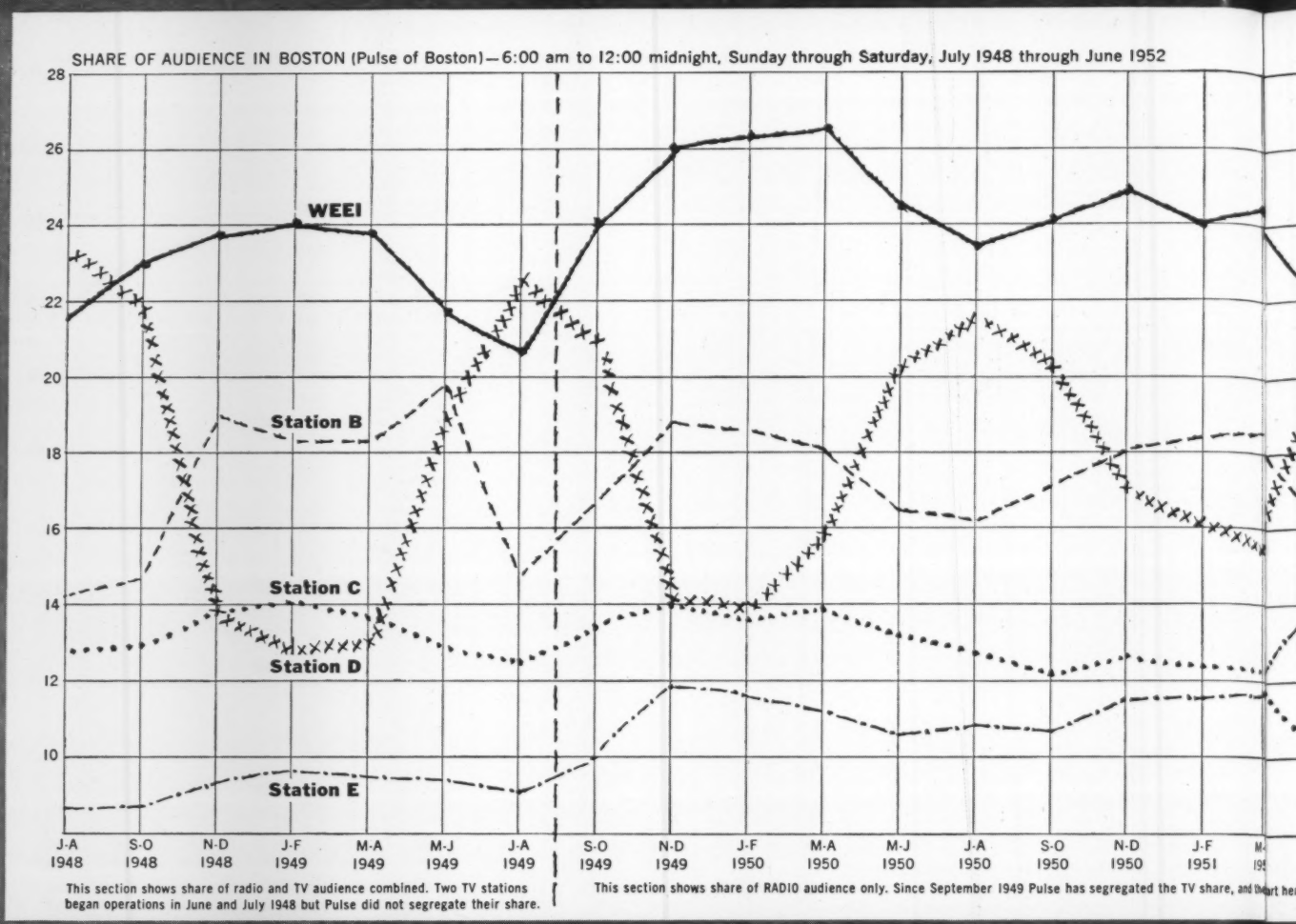
GRINNELL College Radio Players, Grinnell, Iowa, are buying 15-minute original (no adaptations) radio scripts with an "intelligently patriotic motif." Accepted scripts will be paid for on acceptance at $100 a script for anthology and amateur production rights, the author retaining professional rights.

KEYSTONE AFFILIATES ARE KEY STATIONS IN THEIR MARKETS — AND YOU MAY BUY THESE STATIONS, COUNTY BY COUNTY OR STATE BY STATE, TO PINPOINT YOUR OWN MARKET

There are 622 Keystone affiliates reaching the rich purses of Home Town and Rural America where more than half of America lives. Furthermore, of the total number of the nation's retail stores, more than half of them are located here—benefiting from the tremendous purchasing power of these people! Let us show you how *you may build your own network* to tap these purses.

KEYSTONE BROADCASTING SYSTEM, Inc.

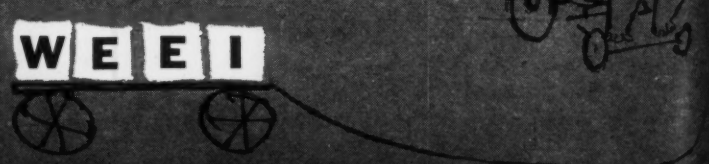
- **New York: 580 Fifth Ave.**
- **Chicago: 111 W. Washington**
- **Los Angeles: 1330 Wilshire Blvd.**

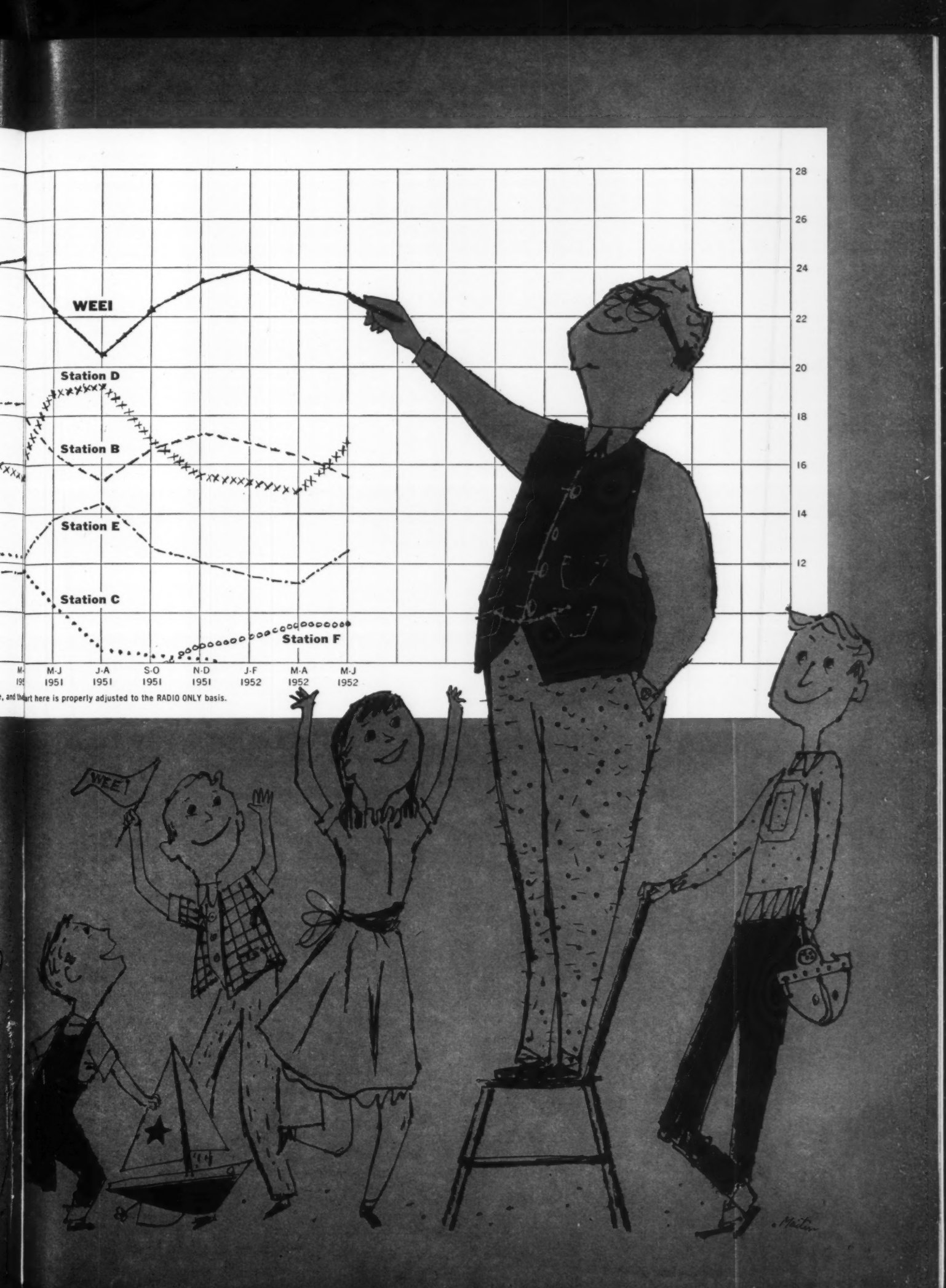


Year after year after year...

Advertisers who keep close tabs on Boston media know it's the same happy story over and over again: WEEI delivers a larger average total-week audience than any other Boston station. The simple truth is...

IN BOSTON, THE BIG STATION IS WEEI




28
26
24
22
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14
12
WEEI
Station D
Station B
Station E
Station C
Station F
M-J 1951
J-A 1951
S-O 1951
N-D 1951
J-F 1952
M-A 1952
M-J 1952
, and the art here is properly adjusted to the RADIO ONLY basis.
WEEI

Open Mike

(Continued from page 21)

CATES, THIS COVERS EXCLUSIVELY D.U. RELATIONSHIP TO COMMERCIAL STATIONS AND IS NOT CONCERNED WITH POSSIBLE USE OF EDUCATIONAL CHANNEL BECAUSE U. OF DENVER WILL CONTINUE, AS IN THE PAST, TO MAKE USE OF EVERY OPPORTUNITY TO FULFILL ITS EDUCATIONAL OBLIGATIONS TO ITS COMMNUNITY. WE ARE AT PRESENT SERIOUSLY STUDYING, WITH OTHER INSTITUTIONS, THE PROPER USE OF AN EDUCATIONAL CHANNEL IN DENVER. THANKS FOR OTHERWISE EXCELLENT TREATMENT OF POLICY STATEMENT.

R. RUSSELL PORTER
CHAIRMAN AND COORDINATOR OF RADIO
UNIVERSITY OF DENVER
DENVER

Old Subscriber

EDITOR:

A group of us in Cleveland radio were discussing your magazine the other night and it suddenly occurred to me that I have been on your subscription rolls . . . since somewhere back in 1934-1935, when BROADCASTING had a grey cover and came in brown mailing envelopes. . . .

I depend so on my weekly copies of the one trade publication that I continued out of meager Army pay through five years of the war—that when the postman brings it three or four days late (as he often does) I feel horribly out of tune with my industry.

Briefly — the magazine is a "must" in my office.

Willard L. Dougherty
Asst. Sales Manager
WSRS Cleveland

Posy

EDITOR:

. . . Thank you for, and please keep up, the good work you are doing for radio and television.

Guy Hamilton
Director of Radio
Florida State Game & Fresh Water Fish Commission
Tallahassee, Fla.

* * *

Erratum

EDITOR:

Now we are responsible for a minor mistake in [Nov. 3] BROADCASTING • TELECASTING.

The "Good Music Network" to which we feed several live music programs a week does not include a Hartford station. It does include outlets in Baltimore, Philadelphia, New York City, New Haven and Boston in addition to several smaller communities. There is a Good Music Station in Hartford, WDRC-FM, which carries the splendid program service of WQXR.

M. Robert Rogers
V. P. and Gen. Mgr.
WGMS Washington

* * *

Endemic

EDITOR:

. . . It is amazing how much free and really uncalled for publicity is given to a competitive medium through a probable oversight on the part of either writers, producers or other contributing parties. A recent case in point was the Sunday, Oct. 5 broadcast of the Eve Arden network show. . . . Reference was made to a newspaper ad as the vehicle for disposing of a trailer.

Granted, radio may not be the best conveyor of classified advertising, I feel that it is not propitious to even suggest to the listener that newspapers are so endemic. . . .

Jay Hoffer
Sales Promotion Director
WICC Bridgeport, Conn.

* * *

Complimentary

EDITOR:

May I compliment you on your editorial regarding broadcasters meetings [B•T, Oct. 27].

I would like to point out that the Texas Assn. of Broadcasters have been adhering to this idea, having held their last meeting in conjunction with the District 13 NARTB meeting recently, and the TAB Spring meeting was held at the time of the BMI Clinic.

Such combination meetings help to eliminate the meeting problems.

Richman Lewin
Director, KTRE
Lufkin, Tex.

Students at North Dakota Agricultural College recently conducted an independent survey among 3,969 farm families in a 22-county area around Fargo. Each family was asked, "To what radio station does your family listen most?" 3,120 of the families named WDAY; only 174 named Station "B"! WDAY WAS A 17-TO-1 CHOICE OVER THE NEXT STATION—A 3½-TO-1 FAVORITE OVER ALL OTHER STATIONS COMBINED!

Fargo-Moorhead Hoopers prove that WDAY consistently gets a 3-to-1 greater Share of the "in-town" Audience than *all other stations combined!**

BMB figures and mail-pull stories also prove that WDAY "hogs the show", throughout the entire Red River Valley! Write for all the facts, today, including availabilities.

** Despite the fact that the other three major networks maintain local studios!*

WDAY • NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives

AUSTRIAN SERIES
Promotes Western Unity

AN Austrian-staffed "Red-White-Red" radio network, operating under U. S. sponsorship, promoted unity among Western European countries with a special series of programs Oct. 12-18. Network has a combined power of 210 kw and a listening audience on both sides of the Iron Curtain.

The State Dept.'s Voice of America also cooperated with the Austrian network officials by tailoring 15-minute programs suited to different themes for each country. Each day during "European Unity Week" was designated for some nation.

Dr. Harry J. Skornia, chairman of Indiana U.'s radio department, who is on loan to the State Dept., is serving as radio officer for the U. S. Embassy in Vienna. He supervises policy and operation for the Austrian network.

XUM

"Pitch changes are no problem with this new tape reel!"
Says Bob Pappin, Chief Recording Engineer,
Schmitt Music Company, Minneapolis, Minn.
FOR Professional USE
SCOTCH
Magnetic Tape

NEW LARGE HUB on the "Scotch" Brand 7-inch professional reel produces a marked reduction in tension changes as tape is spooled off; this, in turn, reduces pitch changes remarkably. You can splice and dub from reel to reel with hardly noticeable changes in pitch. Timing errors are also reduced as much as 50%.

Diameter of the new hub is 2¾", compared with the 1¾" diameter of standard 7" reels. This gives it approximately the same ratio of outside diameter to hub diameter as the standard NARTB 10½" metal reel.

Another feature of this new reel is the single small threading slot instead of the usual three. This minimizes mechanical distortion of the layers of tape nearest the hub.

SEE YOUR DISTRIBUTOR FOR A SUPPLY OF 7" PROFESSIONAL REELS AND NEW DRY LUBRICATED TAPE!

A greatly improved tape to match this greatly improved reel!

- **"DRY LUBRICATING"** process gives you a tape that practically eliminates sticking, squealing and cupping . . . a completely dependable tape that turns in a flawless performance in extreme conditions of heat and humidity!
- **THINNER CONSTRUCTION** allows a full 1200 feet of tape to be wound on the new reel despite its larger hub. Magnetic properties of this new tape are identical with "Scotch" Brand 111-A, the industry's standard of quality.
- **100% SPLICE-FREE!** Tape supplied on the new 7" professional reel is guaranteed to be completely free of splices.
- **GUARANTEED UNIFORMITY!** Output variation of tape wound on the new 1200-foot reel is guaranteed to be less than plus or minus ¼ db at 1000 cps within the reel, and less than plus or minus ½ db from reel to reel.

3M COMPANY

REG U.S. PAT. OFF.
SCOTCH BRAND
MAGNETIC TAPE

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can.

Import of Ike's Sweep

(Continued from page 23)

began in the Dept. of Agriculture back in the twenties. He was associate director of the Office of War Information under Elmer Davis during the last war. He has many contacts and friends in radio in Washington and throughout the industry.

Whether Dr. Milton will assume a federal post is problematical. But whether he does or not, he will always have the ear of his celebrated brother. Another brother—Earl—of Charleroi, Pa., holds interests in two broadcasting stations—WLIO East Liverpool, Ohio, and WESA Charleroi.

Another question asked is whether Harry C. Butcher, owner of KIST Santa Barbara, and wartime Naval aide to Gen. Ike with rank of Captain, will become a part of his official family. Mr. Butcher was Washington Vice President of CBS when Gen. Ike was chief of staff. He served with him for three years. During the arduous Presidential campaign, Mr. Butcher was not in the organization's high command, but contented himself with West Coast campaigning activities.

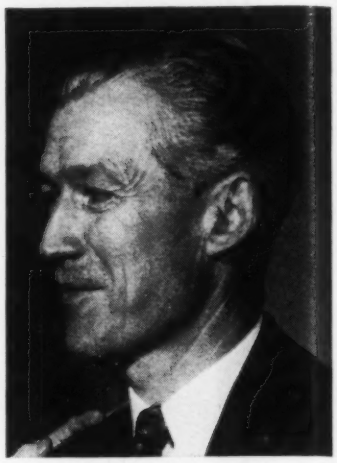
New Faces at FCC

Who the new appointees to the upcoming FCC vacancies will be now is sheer speculation. Gen. Ike's advisers may have ideas, but it's doubted whether the new Chief Executive will even give them cursory consideration until after he completes his roster of cabinet members, personal aides at the White House, and heads of the defense agencies.

Around the President-elect are a number of workers who presumably could qualify admirably for the two certain vacancies (Walker and Merrill) which would give the FCC its maximum quota of four Republicans, without disturbing the remainder of the membership.

Among these would be such figures as Mr. Butcher; Stanley R. Pratt, president and general manager of WSOO Sault Ste. Marie, Mich., who served during the campaign as chief aide to GOP National Chairman Arthur Summerfield; Edward T. Ingle, radio-TV director of the committee for the past six years, formerly with NBC in New York, or any of a host of former Army and Navy communications officers who were identified with the General during his two-score years in the Army.

President Truman last year created a new position—that of Telecommunications Advisor to the President. The incumbent is Haraden Pratt, a distinguished engineer and scientist, whose appointment presumably was made on a non-political basis. Whether Gen. Eisenhower will retain such an office and, if he does, whether he will continue Mr. Pratt in it, is a question he must cope with later. Mr. Pratt has confined his activities to overall allocation policies and coordination. There is no reason, however, why the post, filled by a more ambitious individual, could not become the key communications assignment in Government.



Comr. HYDE

. . . Best bet for FCC chairmanship

Beyond the expected Republican appointments to the FCC, what might happen in that agency is pure conjecture. If Mr. Hyde assumes the chairmanship, it's certain that activities down the line will speed up. He demonstrated his ability to keep things moving several years ago when he was acting chairman for three months. He jammed through procedures and deadlines on TV looking toward the lifting of the freeze. And he brooked no dilatory tactics from the staff.

Mr. Hyde is impatient over the slow progress being made in processing television applications. He often has found himself in disagreement with the FCC's only woman Commissioner, Frieda B. Hennock, who has dedicated herself to the development of educational television. Miss Hennock, a New York Democrat, is serving a seven year term to expire on June 30, 1955. It is doubted whether her voice will be as strong in FCC affairs under a Republican administration.

Meanwhile, jitters were much in evidence in broadcast circles identified with New Deal-Fair Deal activities. TV aspirants heretofore regarded as "close" to the White House, were being counted out by Washington observers. Reports were current that little lists of people at the FCC who should be routed as "disloyal" to the GOP were being drawn up. Some ob-

(Continued on page 52)

LEADERSHIP IS EARNED • LEADERSHIP IS EARNED • LE/

1922 • 1952

30

WSYR

AM FM TV

30 years of skilfully fitting a top-quality medium to a top-quality market is ringing cash registers all over rich Central New York for WSYR's and WSYR-TV's local and national advertisers.

Write, Wire, Phone or Ask Headley-Reed

WSYR ACUSE

AM • FM • TV

NBC AFFILIATE —The Only Complete Broadcasting Institution in Central New York

XUM

EXTRA!

DENVER SET TO WELCOME 33rd SDX CONVENTION

Featuring these HEADLINERS and many other TOP NAMES

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Publisher, New York Times

THEODORE KOOP
CBS News and Public Affairs, Wash., D. C.

WILLIAM RAY
News and Special Events, NBC, Chicago

JACK FOSTER
Editor, Rocky Mountain News

E. RAY CAMPBELL
President, The Denver Post Pub. Co.

PLUS The Central City Trip

Delegates will visit and be entertained at famous Central City, ghost town of the Old West, deep in the mountains. Busses will take delegates and wives to the old mining town.

And for the Ladies...

A scenic railroad trip to Colorado Springs and Pikes Peak region, a tour of the Garden of the Gods, and lunch at the famed Broadmoor Hotel... also an invitation to attend a world premiere of an outstanding motion picture feature in Denver.

Send Your Hotel Reservations to the Cosmopolitan Hotel, Denver, Colo.

CONVENTION DATES—NOVEMBER 19, 20, 21 and 22

For registration information, contact SDX Headquarters, 35 East Wacker Drive, Chicago 1, Illinois

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UNIVERSITY OF COLORADO
Undergraduate Chapter • **COLORADO PROFESSIONAL CHAPTER**

BROADCASTING
TELECASTING
THE NEWSWEEKLY OF

nouncing

A NEW FORMAT

for

Editorial & Advertising

Effective January 19, 1953

On that date we appear in our new typographical dress.

But the changes will be physical *only;* the news (while it is news) will reach you as usual, every Monday morning.

The restyling is tailored to make your reading easier. We will use the most modern type face, for maximum clarity. B•T will contain a brand-new feature section, specializing in "How To" articles. No more "jumps" from front to middle or back. Bigger and better pictures.

The same kind of news will appear in the same relative positions every week (except for top spot news stories). Thus the interests of all readers—advertisers, agencies, broadcasters, researchers, syndicates, packagers, trade groups, networks, suppliers—will be better served.

Hence, advertising dimensions will change slightly. There will be three columns instead of four. Headlines will be more meaningful. The book will be side-stitched; the stock heavier and whiter.

We are applying most modern techniques in the presentation of all the news in radio and television, in tempo with the strides of the media we have been privileged to serve for 21 exciting years.

RADIO AND TELEVISION

Import of Ike's Sweep

(Continued from page 48)

servers predicted a "migration" from the FCC.

What these wishful observers failed to take into account, however, is that, except for the policy and patronage jobs, government employes are protected by Civil Service regulations. But they insist that "there's more than one way of skinning a cat," and they point out that in 20 years of New Deal-Fair Deal there hasn't been any occasion for mass reorganization. They predict that the "lost touch" will be regained under the coming administration.

Whatever the speculation, it's generally agreed that there's the beginning of a new era ahead and that the embattled area of communications regulation will be part and parcel of it.

IBEW-IATSE SPAT

Breaks Out on Coast

OPEN WARFARE has exploded between AFL's IBEW Local 45 and IATSE over representation of 28 KTLA (TV) Hollywood employes after IBEW a month ago filed a petition with National Labor Relations Board asking certification as a bargaining agent for all station engineering and stage personnel.

IBEW's contention that IATSE's contract negotiated last spring with KTLA has expired was met with objections by Roy M. Brewer, IATSE international representative, who charged IBEW with breach of agreement and said IATSE will contest IBEW's petition and will move in "legitimately" on IBEW Local 40 (movie local) at film studios. The NLRB hearing is set before Los Angeles Field Examiner Norman Greer on Nov. 20.

TV CAMPAIGNING

Lauded by Fred Palmer

TV has replaced the torchlight parade and the tiresome repetition of poor speakers in political campaigning, in the opinion of Fred A. Palmer, radio consultant, Columbus, Ohio.

In a congratulatory letter to Sen. John W. Bricker (R-Ohio), who won re-election last Tuesday, Mr. Palmer paid tribute to television as "a new art of campaigning . . . a third dimension of political impact."

Mr. Palmer wrote glowingly of ". . . this new TV art that is fresh, entertaining, informative and interesting." He particularly mentioned the Republican final appeal over TV, 11 p.m. to midnight on election eve. "Whoever created this final TV hour," wrote Mr. Palmer, "made his mark on history."

Demo Blast at Networks

(Continued from page 27)

a post-election study as to whether additional legislation is needed to assure fair treatment of all political parties by media which are licensed by the government to provide a service to the public.

The difference of opinion between ABC and the Democratic National Committee does not involve merely the letter of the present law, but the overall responsibility of radio and television networks and stations to be fair and impartial and to act in the public interest.

Mr. Mitchell said his party had no funds to buy equal time on ABC to counteract the Winchell statement aired "without cost to the Republican party."

Mr. Mitchell also accused radio networks and news services of suppressing "the truth" in connection with a statement by Francis Cardinal Spellman. He said they failed to mention even once Cardinal Spellman's denial that he had endorsed Gen. Eisenhower.

What action, if any, FCC would take was not known Thursday, though the instant case was viewed as academic after the election results.

Stassen's Complaint

The Commission also has been asked to take action on a protest by Harold Stassen claiming CBS denied him equal time to answer statements on a United Auto Workers TV program. CBS replied that the Communications Act was not applicable in that instance.

Also pending with FCC is a protest by counsel for DuMont TV Network charging that some TV stations have refused political programs from a network other than that of which they are primary affiliates.

Other complaints involve charges by Sen. Joseph R. McCarthy (R-Wis.), who promised to seek revocation of KING-TV Seattle's license for censoring his paid political talk on grounds of possible libel, and by the National Volunteers for Stevenson over the purported $2 million GOP spot "blitz." FCC refused to consider the latter's initial protest for lack of information. Whether the volunteers group would file a new complaint was not known last week.

WWNC Renewed

RENEWAL of license on regular basis was granted WWNC Asheville, N. C., Wednesday after review of circumstances involved in a 1940 transfer of stock to Mrs. Don S. Elias, wife of the WWNC president. The action was taken after Mr. Elias voluntarily told the Commission he had not realized the 1940 transaction should have been reported. The Commission approved relinquishment of control by sale of 62½ shares to executors of the estate of Charles A. Webb, reducing the Elias' holdings from 51.3% to 49.6%.

"Most Listened-To"

JOHNNIE HOLMES

KLRA's Farm Service Director

The KLRA Farm Department mailed out 1,320 radio questionnaires to names supplied by HD Agents, Vocational Agricultural teachers and others, in the winter of 1951 and spring of 1952. Completed questionnaires came back from 526 families—from all but four Arkansas counties (Stone, Saline, Ashley, Johnson), and no effort was made to control the distribution.

414 or 78.7% Said They Listened to KLRA First for Farm Information!

Here is the way farm families indicated their preference for listening to radio stations:

KLRA	414
Station B	337
Station C	295
Station D	240
Station E	222
Station F	221
Station G	220
Station H	184
Station I	151
All Others (42 mentions), all 25 or less	268

If you want the complete story of KLRA dominance, ask your Taylor Man

JOHNNIE'S SPONSORS:

Mathieson Chemical Co.
Farmers Livestock Commission
Southland Building Products
Staley Milling Company
J. A. Riggs Tractor Co.

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC · CBS RADIO

KLRA
LITTLE ROCK

Represented Nationally by O. L. Taylor Co., Inc.—New York, Chicago, Dallas, Atlanta, Los Angeles, San Francisco, Portland

XUM

"What would you have done?" asks Mr. George Fehlman

Executive Vice-President, Belnap & Thompson, Inc., Chicago—merchandise prize incentive programs

"Recently, we had to deliver prize material to client sales meetings, scheduled all over the country for the same day.

"We were forbidden to ship early—and we *must* not be late! What would you have done?

"We called Air Express.

"Within 24 hours, almost 1,000 shipments were dispatched. All arrived on schedule. Not a single call or wire inquiring about a shipment was received!

"We've become accustomed to that kind of service from Air Express. What's more—on practically every shipment we make, the Air Express rate is *lowest* in the field. These rate differences often save several hundred dollars in one day's shipping!

"Our business has grown from $4½ million yearly sales 5 years ago, to more than $9 million this year. We give credit for an important 'assist' to Air Express!"

AIR EXPRESS

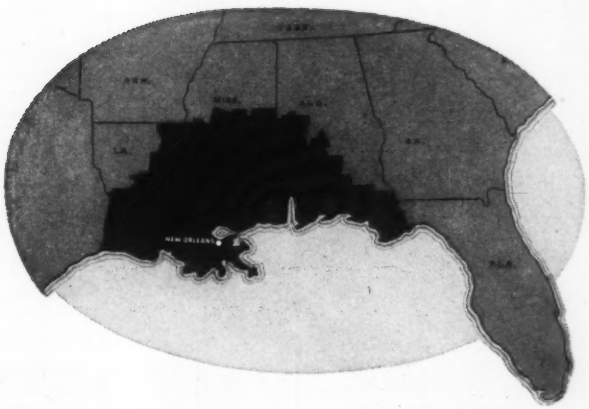
GETS THERE FIRST

Division of Railway Express Agency
1952—our 25th year of service

Want to Sell the Southern Belle?

WWL Sells to More "Southern-hers" Than Any Other Advertising Medium!

Every day is bargain day on WWL! Here's how WWL makes your advertising dollar go a long, long way toward wooing women customers in the deep South:



WWL reaches her with 50,000 watt clear channel intensive coverage over a 4-state area. More coverage than any other medium can offer—in a market still unquestionably radio dominated.

WWL delights her with **W**onderful, **W**onderful **L**istening. Sparkling CBS stars—Benny, Beulah, Godfrey, Bing! Outstanding home-grown personalities. Heartwarming daytime dramas. Music. Mystery. Homemaking. And she listens—*highest ratings prove it!*

WWL sells her with a liberal bonus of unexcelled, multi-medium advertising. Store displays, 24-sheet posters, streetcar and bus dash signs, newspaper ads and personal calls on jobbers and distributors make *her* remember, help *you* sell her. No other station South gives advertisers such all-out support.

WWL

NEW ORLEANS

50,000 WATTS CBS RADIO AFFILIATE CLEAR CHANNEL

A DEPARTMENT OF LOYOLA UNIVERSITY
REPRESENTED NATIONALLY BY THE KATZ AGENCY

LET WWL, THE SOUTH'S GREATEST SALESMAN, SELL FOR YOU!

XUM

Vote Drive Shows Radio-TV Sales Power

(Continued from page 24)

ices of a national organization that could provide the active guidance and direction of radio and TV at state levels. The NARTB undertook this definite assignment in 48 states by providing working committees chairmanned by state broadcasters. Each committee offered its services to the governor of its state and secured a total of 34 proclamations in support of community register and vote drives.

John Archer Carter, radio-TV director of the foundation, said there had never been any doubt in his mind that broadcasters and telecasters would cooperate "most generously" in the campaign. He continued:

Through the years I've come to know that no other people are more public spirited. But from early last March when radio alone was urging citizens to register so they could vote in "the biggest election in history," right up through the actual election these radio and television people cooperated far more than anybody had any right to expect.

Advertisers and people in advertising agencies and in networks and stations, including all those national and local radio-TV personalities, gave the most inspiring demonstration of an industry's Americanism that this country has ever seen. I am biased, of course, but I believe this was the biggest reason for the phenomenal—and I use the word advisedly—vote.

A special tribute must be paid Gordon Kinney, of The Advertising Council, and Messrs. Richards and Smith of the NARTB, for their faithful and effectual help—a sentiment in which thousands of our associates will wish to join.

President Fellows pointed out that more than 118 days of time were contributed by radio and TV stations during the last 11 days of the campaign alone. He thanked broadcasters and state broadcaster associations for their support. He said:

There are three particularly heartwarming aspects to this story. First, the listeners and viewers of America have demonstrated in convincing fashion their loyalty to and reliance upon radio and television. Second, broadcasting has added a new chapter to its 30-year record of public-spirited good citizenship.

And third, one cannot help but feel that the unparalleled coverage given to the conventions, the campaign and the issues by television and radio have created in the citizen a new feeling of closeness to political decisions and a more active desire to have a part in them.

Station Kits

Mr. Smith supplied three kits of campaign aids to member and nonmember radio and TV stations around the country. These included copy for announcements, ideas for programs, tune-in appeals for use with local merchants and community service clubs, and scores of local public relations suggestions.

The NARTB board had thrown its support behind the drive at the national convention held last April in Chicago.

AHF's activity started last March when it submitted announcement kits to stations. This project was first major effort of the foundation and stations had carried thousands and thousands of announcements long before other major organizations had joined the campaign.

After the NARTB board's action, President Fellows named Mr. Patt as chairman of the industry committee. Serving on the committee were Roger W. Clipp, WFIL Philadelphia; Frank Fogarty, WOW-TV Omaha; Kenneth D. Given, WLBJ Bowling Green, Ky.; Paul W. Morency, WTIC Hartford, and Joseph Wilkins, KFBB Great Falls, Mont. Individual state chairmen were quickly named and the 38 state associations joined the undertaking.

Foundation officials declare they were amazed at the way individual stations came up with their own ideas and stunts.

Advertising Council took part in the campaign, giving priority to the vote drive as election day neared. In turn individual agencies and advertisers turned out their own projects.

Here's a hale, hearty sales potential*

Tap it now - there's no reason to wait,

With the station that's most influential

in the 7th New England State

*Effective buying power $800,000,000—(Sales Management, May 1952)

WTAG AND WTAG FM • 580 KC • BASIC CBS

WORCESTER, MASSACHUSETTS

See Raymer for reasons

LAW ASSOCIATES

Three Added to D. C. Firm

ADDITION of three new associates was announced last Thursday by Dow, Lohnes & Albertson, Washington, D. C., radio-TV law firm. They are Alfred C. Cordon Jr., John B. Jacob and John A. Rafter, all of whom received their law degrees and were admitted to practice this year.

Mr. Cordon

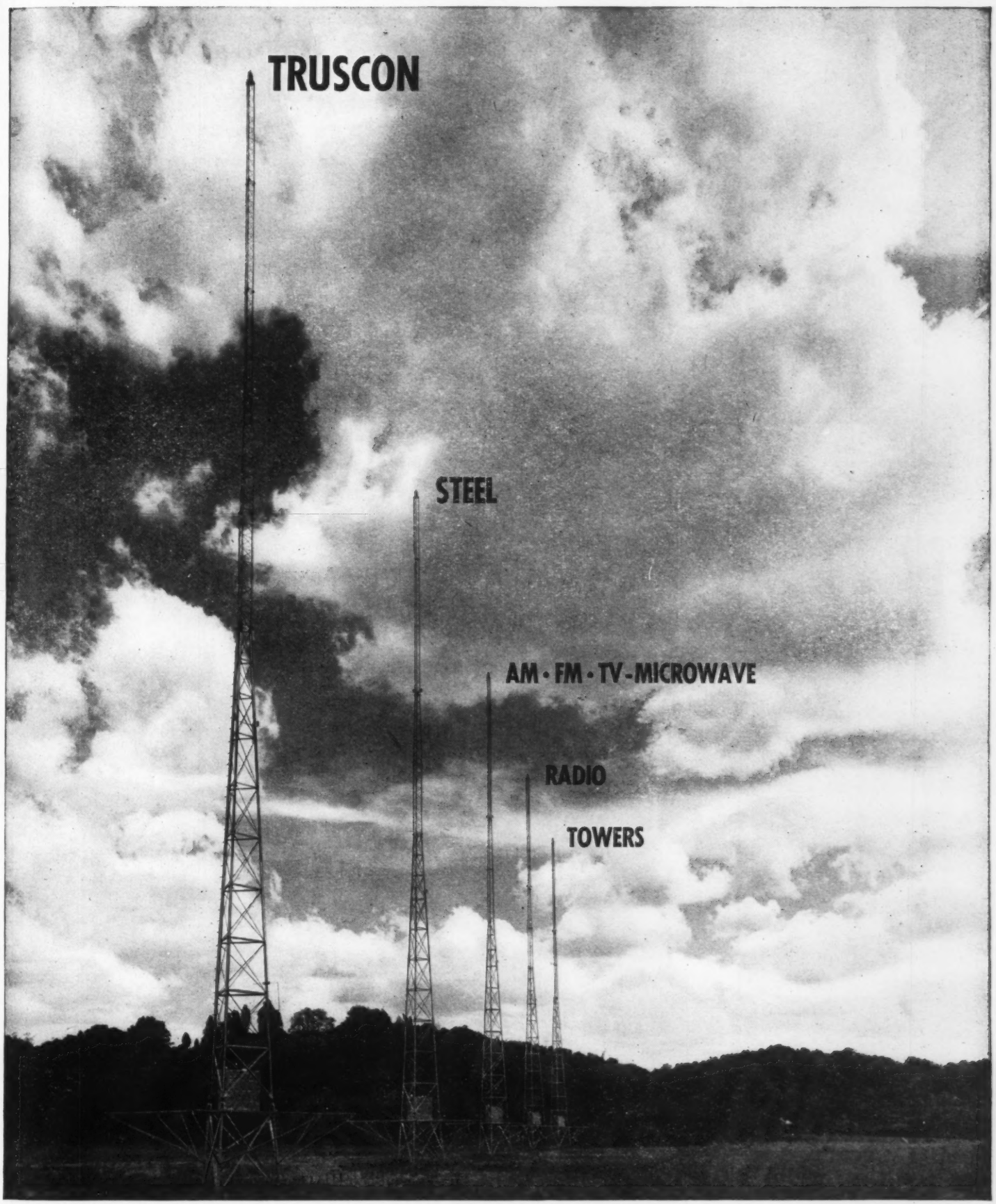
Mr. Cordon, native of Rigby, Ida., attended Idaho State College and Utah State Agricultural College. He received his LLB from National U. Law School, Washington.

Mr. Rafter

Mr. Jacob

Mr. Jacob, who was with the Army Air Force in World War II and is a native of Washington, was graduated from George Washington U. Law School.

Mr. Rafter, in the Navy submarine service during World War II and a native of Bevier, Mo., attended Rockhurst College, Kansas City, and received his LLB from Georgetown U. Law School, Washington.



SELF-SUPPORTING AND UNIFORM CROSS-SECTION GUYED TOWERS

Illustration above shows five Truscon Steel Radio Towers operating for Radio Station WMAK, Nashville, Tennessee

TRUSCON® STEEL DIVISION
REPUBLIC STEEL CORPORATION
1074 ALBERT STREET • YOUNGSTOWN 1, OHIO

Sponsors who are

NEW like these:

- STRIETMANN BISCUIT CO., Louisville, Ky. WHAS-TV
- PHOENIX BREWERY CORP., Buffalo, N. Y. WBEN-TV
- WISCONSIN IND'P'T. OIL CO. Milwaukee, Wis. WTMJ-TV
- GERITOL Kansas City, Mo. WDAF-TV
- GILL COFFEE Richmond, Va. WTVR
- FAYGO BEVERAGES Norfolk, Va. WTAR-TV
- YES TISSUE Detroit, Mich. WXYZ-TV
- SPEIDEL New York, N. Y. WABD

Become sponsors who

RENEW like these:

- * VANITY FAIR TISSUES Boston, Mass. WNAC-TV
- * WIEDEMANN BREWING CO., Columbus, O. WBNS-TV
  Cincinnati, Ohio WLW-T
- * DAW DRUG COMPANY, Dayton, Ohio WHIO-TV
  Rochester, N. Y. WHAM-TV
  Syracuse, N. Y. WSYR-TV
- * PETER HAND BREWERY Utica, N. Y. WKTV-TV
- * SUN DRUG CO. Chicago, Ill. WBKB-TV
- * BUCKEYE BREWERY Pittsburgh, Pa. WDTV
  Toledo, Ohio WSPD-TV

*2nd YEAR!

RATI

DALLAS, FT.
DETROIT
TOLEDO
PITTSBU
CHARLO
CINCIN

"BOSTO BLACK

*STARRING KENT TAYLOR AS "BLACKIE"
WITH LOIS COLLIER AS "MARY" AND
FRANK ORTH AS "FARRADAY"

AMERICA'S MO
ADVENTURE_D

SPONSORS BUY IT BECAUSE THEY *KNOW* IT'S G
THEY RENEW IT BECAUSE IT'S *PROVED* GOOD FOR
SPONSOR IT AND THE PROFITS ARE YO

XUM

Because of

ATINGS like these:

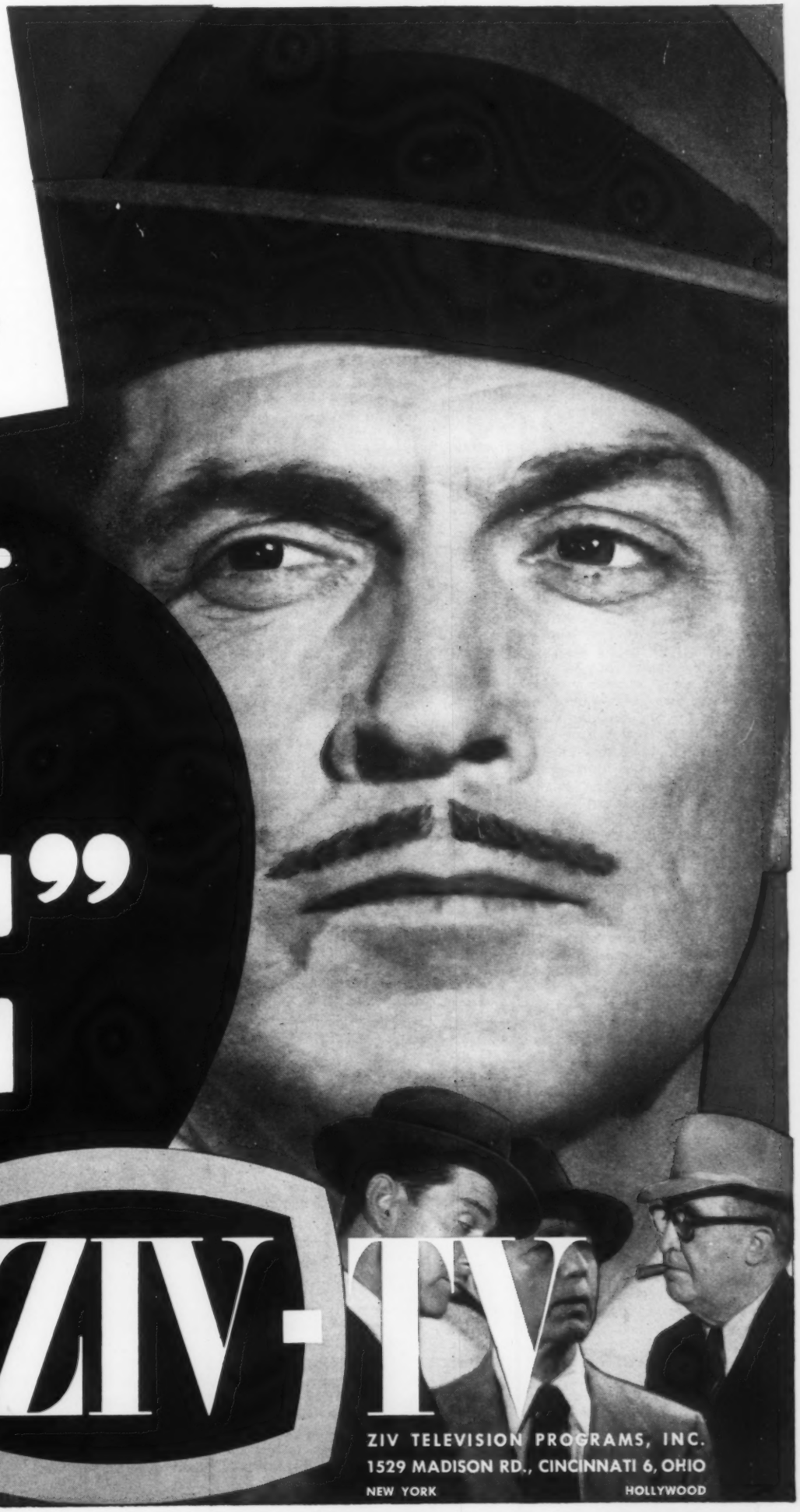
ALLAS, FT. WORTH	(JUNE VIDEODEX)	39.3	1st ALL WEEK ALL STATIONS
DETROIT	(JULY PULSE)	27.8	1st ALL WEEK ALL STATIONS
TOLEDO	(AUG. VIDEODEX)	40.8	2nd THURSDAY NIGHT ALL STATIONS
PITTSBURGH	(AUG. VIDEODEX)	57.7	1st (Tied) ALL WEEK ALL STATIONS
CHARLOTTE	(SEPT. VIDEODEX)	63.2	2nd THURSDAY NIGHT ALL STATIONS
CINCINNATI	(SEPT. VIDEODEX)	32.7	3rd THURSDAY NIGHT ALL STATIONS

ON
KIE"

CA'S MOST SUCCESSFUL
TURE—DETECTIVE SHOW!

IT'S GOOD!
D FOR THEM!
E YOURS!

WRITE!
WIRE!
PHONE!



ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON RD., CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

XUM

editorial

How it Looks From Here

IT MAY BE weeks before there's any expression from President-elect Eisenhower on his approach to problems pertaining to telecommunications—and that encompasses the whole range of activities of interest to station owners, advertisers and maufacturers.

Yet every sign bodes good. Ike is essentially a conservative. While he has rubbed elbows with radio and television militarily only (except for the six months of arduous campaigning), he has close to him many people wise in the affairs of the media, including two of his brothers—Earl identified with station ownership, and Milton, a former government official, now president of Penn State.

What will happen at the FCC? There will be changes. There are now four Democrats, two Republicans and one Independent. The new Administration is entitled to four Republican places, although this does not happen automatically when the new President assumes office Jan. 20.

The presumption is that an incumbent Republican will be elevated to the FCC Chairmanship. Of the two, the logical man is Vice Chairman Rosel H. Hyde, a career official and a lawyer. Comr. George E. Sterling, the other Republican, does not aspire to the chairmanship. He, too, is a career official, who came up through engineering ranks.

Comr. Hyde's promotion would win wide favor. Last Spring he won unanimous endorsement of the Senate Interstate & Foreign Commerce Committee for a new term on the FCC. And the Senate, Republicans and Democrats alike, confirmed his nomination by acclamation. He has served as interim chairman before, and when he served, things got done. He, more than anyone else, has been goading the FCC to speed up its TV processing. He has all of the requisites.

Chairman Walker has stated he doesn't intend to resign. His term runs until next June 30. An old-line Democrat, it's to be expected that he will be permitted to retire at that time.

The new President also will have the opportunity to name his fourth Republican member. When Eugene H. Merrill, of Utah, accepted the interim appointment a few weeks ago from President Truman, it was a calculated risk. The new Republican Senate won't confirm him, even if Mr. Truman makes the nomination.

So the whole complexion of the FCC will change in January. Democrats Hennock and Bartley, whose terms run until 1955 and 1958, respectively, are safe in their jobs, unless they elect to resign, which is unlikely. Mr. Hdye's term runs until 1959, Comr. Sterling's until 1957 and Comr. Webster's (Independent) until 1956.

The elections otherwise brought both joy and sorrow to broadcasters. The defeat of Majority Leader Ernest W. McFarland in the Senatorial contest in Arizona will be regretted, because he championed many radio causes. On the other hand, the licking taken by Sen. William Benton, Connecticut Democrat, who has fostered almost everything short of censorship and Government control, will bring few tears.

Despite the forays against radio and television during 20 years of Democratic rule, the media haven't fared badly. But the threats against their freedom were ever present, and only extreme vigilance curbed them.

On paper, it looks better for the next four years. But it behooves broadcasters never to become complacent.

The Vote Got Out

FROM NOW until the next elections, the pundits and the politicians will be pontificating on the many things the Eisenhower sweep proved. They probably will eschew the one point proved more resounding than any other. And that is "It Pays to Advertise (by radio and television)".

The number of voters who trekked to the polls broke all records. There were around 60 million of them, as against the previous high of 48 million. They voted early. The returns were known hours before they were expected.

Radio and television did the biggest part of that job. They did it through literally hundreds of millions of listener impressions. It was evident that this would happen weeks ago, because the registrations reached an all-time high. It was a project initiated by the American Heritage Foundation, but it could not have succeeded without the wholehearted cooperation of the nation's broadcasters and telecasters marshalled through the NARTB. Advertisers and agencies cooperated with stations in an unprecedented display of public service and good citizenship.

With this lesson learned, it's obvious that no future national elections will go by default or inertia.

Radio and television broadcasting sold the nation in this campaign. Could there be any greater proof that the nation is sold on radio and television?

The 'Crusaders'

AT THE RISK of being labelled anti-educational, we're constrained again to cite the almost frenzied crusading that pervades noncommercial educational television.

The crusaders are FCC Comr. Frieda B. Hennock, and to a slightly lesser degree, Chairman Paul A. Walker. They are hitting the hustings to cajole educational institutions into applying for TV facilities "reserved" for noncommercial use. Miss Hennock, who first made it a *cause celebre*, has even put the bite on broadcasters to contribute equipment, studios, antennas or anything loose for these illusory projects which in our judgment are predestined to failure.

We've gone into the economic hazards before. We've cited also the illogical, if not illegal, action of the FCC in first reserving 242 allocation assignments for education, and then in granting construction permits without a shred of evidence showing financial responsibility. We've alluded to the economic plights of most educational institutions, which are hard put to adequately compensate their faculties. And we've pointed to the ridiculous approach wherein these stations would be located in educational centers, where their classroom students are domiciled, when the task should be to educate those who may want to be educated who live remote from these centers.

Here we have the blind leading the blind. We have educators who are hardly celebrated for business acumen being practically coerced into costly station installations and operations (some with public funds) by bureaucrats who have never operated any business, much less a television station.

It behooves these educators not to let impractical crusaders carry them off into inevitable financial chaos. They would be far better advised to listen to prudent business men who are willing and anxious to spread the gospel of education over commercial stations that depend upon public acceptance for their success.

our respects to:

EDWARD THORNTON INGLE

IN POLITICAL quarters they say Sen. Robert Taft (R-Ohio) coined the expression and President Truman embraced the method. And, while "whistlestopping" did not quite come of age in the past campaign, it left its mark on radio-TV campaigning.

One of the first officials in political circles to foresee the variations of this electioneering technique—and victory through "air power"—was a man who also cautioned the Republicans against selling radio short in the victorious '52 Presidential sweepstakes.

As a veteran identified with radio, newspaper and public relations activities the past 20 years, Edward T. Ingle, radio-TV director of the Republican National Committee, knew whereof he spoke when he said radio is "basic."

Last February Mr. Ingle asserted that "we're not overlooking the importance of radio and won't be carried away with the glamour of television." With the July conventions out of the way, the Republican high command blueprinted plans calling for heavy use of radio and television.

Specialized purchases of split network radio time to reach the farm and other select audiences were drawn up. Spot radio also figured prominently. Recognition was taken of automobile radio and other out-of-home listeners.

The Republicans bought time on network television, to be sure, which besides making Gen. Dwight D. Eisenhower's face familiar to the public, also had the direct purpose of conveying his warmth, force and personality to the viewer. But everywhere the General went, radio was there, too.

As radio-TV director, Mr. Ingle has rightly come into his own as architect of a broadcast policy that was a mere incidental victim in GOP defeats of other Presidential races. According to the Republicans, they then looked wistfully at crimped budgets, and claimed to be hard-pressed to buy any great quantities of time in the lean years.

Mr. Ingle has an avid faith in the power of radio which stems from his days with NBC in the early '30s. It should be noted that this faith was justified in the wake of the GOP victory through air power.

An ex-newspaperman, he is conversant with the oft-claimed superiority of broadcast media over the press in political warfare. As a former public relations expert, he has been well grounded in the art of selling radio-TV to the GOP National Committee. And, having served in wartime with the government, he knows well the virtue of patience—after

(Continued on page 72)

XUM

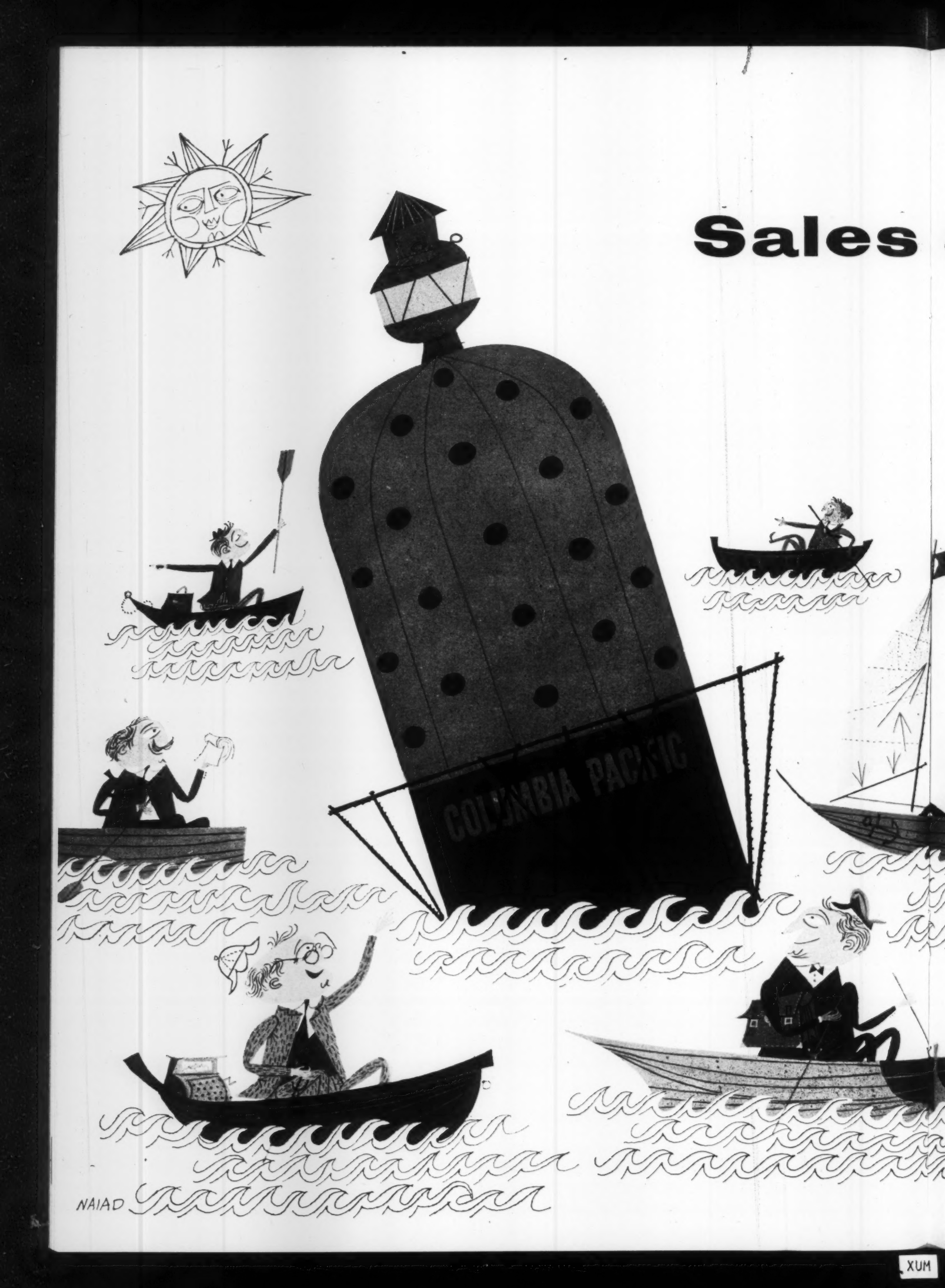
Perfect Balance

Consistently high quality programming—planned for variety, interest and easy listening—keeps a steady audience tuned to WREC. Alert listeners, in a receptive mood, are assured by a perfect balance in entertainment . . . night and day. With the highest Hooper rating of any Memphis station, WREC prestige carries weight that adds up to extra sales results—Yet, the cost is actually 10.1% LESS per thousand listeners than in 1946.

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY • AFFILIATED WITH CBS, 600 KC, 5000 WATTS

OUR 30th ANNIVERSARY YEAR


Sales
COLUMBIA PACIFIC
NAIAD

Plotting a course for bigger sales on the Pacific Coast? Better check your bearings carefully. Remember that, while the seven big metropolitan markets account for 65.6% of the Coast's retail sales, a fat 34.4% is scattered *beyond* metropolitan area limits . . . beyond the reach of most media.

s ahead!

Only the Columbia Pacific Radio Network points the way into the *entire* West Coast market. Only Columbia Pacific—with its maximum-power stations in the bigger markets carefully balanced with lower-power stations in the more compact markets—takes you into both the metropolitan and the rural areas simultaneously. Because only Columbia Pacific has *power where the people are,* encompassing an area where 97.2% of the Coast's population lives . . . where 97.0% of the Coast's retail business is done.

And Columbia Pacific consistently delivers the Coast's biggest audience, with higher average ratings than any other Pacific regional network.

To buoy up your sales all over the West Coast, set your course by the . . .

COLUMBIA PACIFIC RADIO NETWORK

Represented by CBS Radio Spot Sales

Sources: Sales Management 1952; BMB 1949; NRI Total Day, Jan.-July 1952

Q How many homes in America serve beer?

A About two out of every three homes serve America's beverage of moderation—according to a nation-wide Crossley survey.

Survey figures show that 62.2 per cent of all U.S. families buy beer or ale for home consumption. This is but one measure of the social acceptance of America's beverage of moderation—one indication of how much beer and ale are a part of this nation's home life.

More about the beverage of moderation is presented in "Beer and Brewing in America." For a free copy write to United States Brewers Foundation, 21 East 40th Street, New York 16, N. Y.

United States Brewers Foundation
Chartered 1862

One of America's oldest continuous non-profit trade associations representing over 85% of the country's malt-beverage production.

front office

JOHN FENSTER, ABC Spot Sales, to WQXR New York, as account executive.

ALBERT JOHN GILLEN, sales manager, WSYR-TV Syracuse, to WHAS-TV Louisville, in same capacity. JOHN M. FOUTS, sales staff, WHAS-AM, promoted to sales manager.

Mr. Gillen

Mr. Fouts

FRED SAMPLE, commercial manager, WNAM Neenah, Wis., appointed general manager, WAPL Appleton, Wis.

JOHN C. MULLINS, managing director KPHO-AM-TV Phoenix, Ariz., resigns daily managerial duties Jan. 1 to devote time to outside interests.

MAL KLEIN, night operations manager, KLAC-TV Hollywood, to KECA-TV Los Angeles, as account executive.

W. GERALD SCHROEDER named general manager, WBBC Flint, Mich.

EDWIN E. NYY appointed general manager, WJLB Detroit.

WILLIAM VENEMAN, advertising director, Pierce Bros., L. A., to KTTV (TV) Hollywood, as account executive.

ROBERT BENNETT, assistant sales service manager, KTTV (TV) Hollywood, promoted to account executive. He is succeeded by JACK DUFFIELD.

ROBERT S. KELLER Inc., N. Y., appointed sales promotion representative for WIDE Biddeford, Me.

RAYMOND BARNETT appointed sales manager, KEAR San Mateo, Calif.

LAYMAN W. CAMERON, acting general manager, XELD-TV Brownsville, Tex., has resigned.

JOE HARRY, commercial manager, KCOR San Antonio, appointed manager there, replacing W. P. SMYTHE who continues as vice president.

WILLIAM A. CREED Jr. to Bertha Bannan Co., Boston, radio-TV representative firm, in sales capacity, after discharge from Armed Forces.

Personals . . .

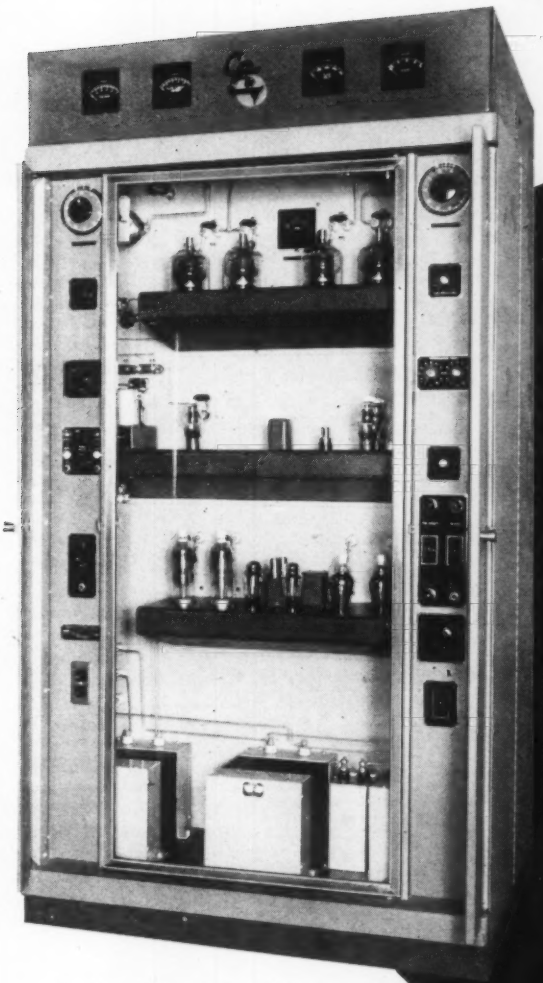
EWING C. KELLY, president and general manager, KCRA Sacramento, underwent emergency appendectomy in Washington, D. C., last Tuesday. He was in Capital on his TV application. With him at time attack occurred was Clyde Coombs, his competitor at KROY who was in town on same business.

DON FEDDERSON, vice president and general manager, KLAC-AM-TV Hollywood, and CALVIN SMITH, president-general manager, KFAC Los Angeles, were presented with citations from Goodwill Industries of Southern Calif. for part local radio-TV stations have played in "furthering better public understanding of the necessity to employ the physically handicapped."

HOWARD W. CHERNOFF, general manager of KFMB-AM-TV San Diego, Calif., and Mrs. Chernoff, left these shores last Friday for a short vacation in Honolulu, Hawaii.

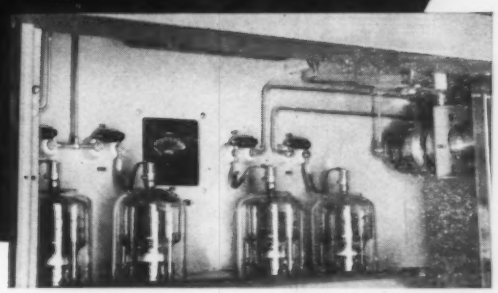
NEW

To AM Broadcasting



Continental Electronics type 314-2 transmitter

Continental Electronics'
One kilowatt transmitter
goes
On the Air
with
Eimac Tetrodes



Eimac 4-400A's in high level stages.

By employing 4-400A radial-beam power tetrodes, and other up-to-the-minute developments in its one kilowatt transmitter, Continental makes a significant advancement in the field of AM broadcasting.

As power amplifiers a pair of Eimac 4-400A tetrodes give outstanding performance. Only two RF amplifiers are used in the 314-2, including the output stage which takes advantage of the low driving power requirements, high power gain and stability of Eimac 4-400A's.

As modulators two 4-400A's are driven by a high quality, resistance coupled audio amplifier with fixed audio feed-back. As in the power amplifier these tetrodes make possible the adaptation of simple, straight-forward circuitry.

For data about the 4-400A write Eimac's Application Engineering department.

Follow the Leaders to Eimac TUBES

EITEL-McCULLOUGH, INC.
SAN BRUNO, CALIFORNIA
Export Agents: Frazar & Hansen, 301 Clay St., San Francisco, California

air-casters

DAVE O'BRIEN returns to announcing staff, WDXI Jackson, Tenn., after completing studies at St. Francis School, N. Y.

JIM CHAPMAN to WRFD Worthington, Ohio, as farm service director, replacing **BOB MILLER** who transfers to WLW Cincinnati in similar capacity.

WILLIAM GRIEVE, KSIL Silver City, N. M., to KSET El Paso, Tex., on announcing-engineering staff.

TERRY FRIZZELL appointed traffic manager, XELD-TV Brownsville, Tex.

BILL HAWES, announcer of CJCH Halifax, to CBI Sydney in same capacity. **BOB CADMAN,** announcer of CBI, to CBH Halifax announcing staff.

FLETCHER MARKLE appointed producer of CBS-TV's *Studio One.*

KAY LARSON, star of *Kay's Kitchen* and *Gal Next Door* on WHEN (TV) Syracuse, appointed women's service director of the station.

KEN MacDONALD, business and advertising manager, *Food Retailing Magazine* to WENR-TV Chicago, as merchandising manager.

JAN WEBSTER, publicity department, Chamber of Commerce, Portland, to KPTV (TV) that city, as director of public relations.

GEORGE L. FLAX, production department, WMAL-TV Washington, D. C., to WTTG (TV) same city as publicity and promotion director. He succeeds **JAMES P. FOLEY.**

BILL BALDWIN, Hollywood radio-TV announcer, assigned role in Universal-International feature film, "Flame of Timberline."

HERB SHRINER, star of NBC-TV *Two for the Money,* assigned role in M-G-M feature film release, "Main Street to Broadway."

JOHN BAIRD, director of public affairs, KMPC Hollywood, father of boy, Peter Morris van Arsdale, Nov. 2.

DEAN LINGER, manager of promotion-publicity department, KNXT (TV) Hollywood, father of boy, Bruce Duncan, Nov. 2.

MORRIS SIEGEL, sports staff, *Washington* (D. C.) *Post,* to WTOP-AM-TV Washington, in sports department.

BILL BALLANCE, disc m. c., KECA Los Angeles, to KNX Hollywood as announcer.

HARMON O. NELSON, assistant to Robert Wolfe, vice president in charge of Kenyon & Eckhardt Inc., Hollywood, to KNBH (TV) that city as program director.

BLAINE WALSH, news director, WDUZ Green Bay, Wis., to announcing staff, WTMJ-AM-TV Milwaukee.

MELINDA MARKEY, New York TV actress, assigned role in 20th Century-Fox feature film, "Nearer My God to Thee."

JEAN HERSHOLT, star of CBS Radio *Dr. Christian,* awarded honorary doctor's degree by California Academy of General Practice during annual convention.

BOB ATCHER, singing cowboy star at WLS Chicago and performer on several video shows there, chosen to lead Chicago's annual State St. Council Christmas parade Sat., Nov. 22.

GEORGE BURNS, co-star of CBS-TV *George Burns and Gracie Allen Show,* named "Cigar Smoker of the Year" by Cigar Institute of America.

DENNIS DAY, star of NBC-TV *RCA Victor Show,* father of girl, Margaret, Oct. 28.

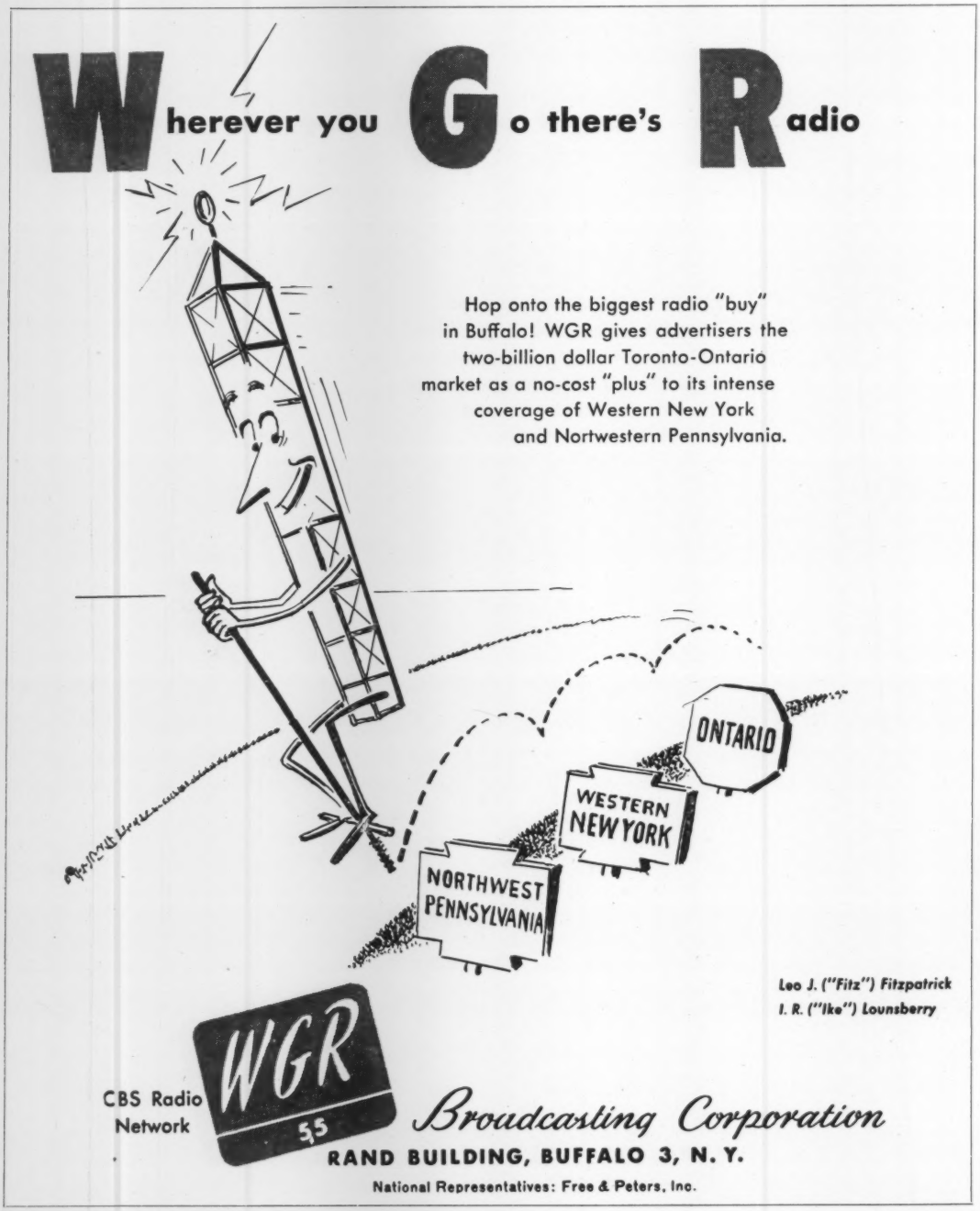
GEORGE FAUST, operations-traffic manager, KNXT (TV) Hollywood, father of girl, Virginia, Oct. 31.

BILL STERN, NBC sportscaster, appointed national sports chairman of Muscular Dystrophy Assn. of America.

News . . .

ED WOOD, reporter on WDTV (TV) Pittsburgh, Pa., named outstanding radio-TV newscaster of 1952 in survey of 2,000 Pittsburgh women conducted by Guide-Post Research.

CAL HOLM, news writer, WTMJ-AM-TV Milwaukee, and Dorothy Burskey were married Oct. 25.


Wherever you Go there's Radio
Hop onto the biggest radio "buy" in Buffalo! WGR gives advertisers the two-billion dollar Toronto-Ontario market as a no-cost "plus" to its intense coverage of Western New York and Nortwestern Pennsylvania.
ONTARIO
WESTERN NEW YORK
NORTHWEST PENNSYLVANIA
Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry
CBS Radio Network
WGR
55
Broadcasting Corporation
RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

WICC REMOTE
Nighttime Is Really Black

WICC Bridgeport says it has lifted a segment of its nighttime out of the red and into the black through a new program aired from a local nightclub.

The show, entitled *Here's Harry Neigher,* is broadcast thrice weekly, 9:05-10 p.m., from Ye Olde Tavern. It features Mr. Neigher, *Bridgeport Herald* nightclub columnist, who interviews a celebrity visiting the nitery. Dave Bond, WICC night news editor, directs the show and lines up guests.

Other firms in addition to Ye Olde Tavern share sponsorship on a participation basis. An automobile dealer, a men's wear shop, a beverage distributor and a fur shop thus far have participated.

* * *

BROADCASTING from Ye Olde Tavern are (l to r) Mr. Bond, Mr. Neigher and guest, Paul LePere, independent producer-director of films made in Italy.

GERMAN VIDEO
Hamburg Begins Experiments

EXPERIMENTAL telecasts from Hamburg to the Ruhr are under way by the Northwest German Radio (NWDR). German TV will be transmitted entirely by uhf relay. NWDR hopes to have at least two hours of regular programming between Hamburg and Cologne by Christmas. Extension to southern Germany is still in the planning stage.

Set manufacturers hope to turn out more than two million receivers over the next few years. In common with Holland and Belgium with whom it hopes to exchange video programs, NWDR uses a 625-line TV image.

Film Index Service

LISTING of films without charge is offered film distributors by a new film "clearing house" service, the Keister-Vaughn Film Index, designed to bridge the gap between distributors and buyers of TV films, according to William A. Vaughn, director of services, whose firm's address is 1457 Congress Ave., Indianapolis 22, Ind. The index service lists and cross-files information on individual films on separate loose-leaf pages and publishes regular supplements of additions and revisons, Mr. Vaughn said.

CELEBRATORS AT WAZL Hazleton's 20th anniversary: Seated (l to r), Messrs. Diehm, Hicks, Eidam; standing, Mr. Tito, Miss Kahler, Mr. Chisnell and Mrs. Hilda M. Deisroth (WAZL vice president). ➤

Radio Council Report

ROCKY Mountain Radio Council Inc., Denver, a non-profit educational organization, has issued its 13th annual report to its members, officers and executive committee. Membership includes some 51 radio stations in Colorado, Nebraska, Wyoming, Minnesota, Wisconsin, Kansas, Indiana, Illinois, Ohio and Michigan. Report stated that the total time value given free by the broadcasting industry would have cost educational institutions $77,703.04, or more than double the council's total year's budget.

Protests KLCN Grant

WCOC Meridian, Miss., operating on 910 kc with 5 kw day and 1 kw night, has petitioned FCC in protest of the grant which authorized KLCN Blytheville, Ark., to increase power from 1 kw to 5 kw on 910 kc, operating daytime. WCOC charged KLCN would cause interference to its normally protected contour, affecting a population of 45,560 in an area of 1,050 sq. mi. KLCN in April was granted change from 900 kc to 910 kc.

WAZL ANNIVERSARY
20 Years Celebrated

CELEBRATION marking its 20th anniversary was held during last week of October by WAZL Hazleton, Pa., with combined service clubs of the city paying tribute to the station. Kiwanis Club served as host at the anniversary program with George Hicks, of NBC, as guest speaker.

Feature of the week's events was a TV demonstration in which RCA, NBC and RCA distributors cooperated. WAZL applied five years ago for a TV facility.

Three members of the WAZL staff were honored by the Kiwanis Club. Victor C. Diehm, WAZL president and general manager, was presented a plaque commemorating his 25 years in radio and 20th anniversary at WAZL. Kathryn E. Kahler, administrative assistant, and Thomas A. Tito, sales manager, were presented gifts. They, too, were celebrating 20 years with the station. Presiding at the event was Charles P. Eidam, Kiwanis Club, president. George M. Chisnell is WAZL treasurer.

Robert K. Richards, NARTB assistant to the president, welcomed Miss Kahler and Mr. Tito into Radio Pioneers. The ceremony took place during a buffet supper and RCA TV demonstration.

WHAT BETTER PLACE than here

to hit your point of purchase? Frank Coulter, Young & Rubicam, New York, is the top decision-maker who can't miss your advertisement if it's in the 1953 BROADCASTING YEARBOOK. *It works for you every working day of the year—the annual one-time shot campaign.*

RESERVE SPACE IN THE 1953 YEARBOOK TODAY! DEADLINE: NOVEMBER 20 FOR PROOF. DECEMBER 1, FINAL.

THE People's Choice* IN PORTLAND OREGON

THE HOLLYWOOD DISTRICT, where more than 50,000 Portlanders shop, is famous for the fine spirit of civic responsibility expressed by its merchants These men have long recognized KGW's usefulness in every betterment program.

RESTAURATEUR Fred Nelson, operator of Smorgasbord, "Bit of Sweden" and president of Hollywood Booster's Club, asserts, "KGW has proven to be the best in our area and has long enjoyed the reputation of 'The People's Choice'."

Portland has the largest per capita home ownership of any city in the United States. Nearly 100 per cent of these homes are radio equipped. Thus, KGW offers advertisers a group of listeners well above average in buying power. The ever-growing Oregon-Southwest Washington market stands out as a rich territory in which to promote the sale of every product or service. KGW reaches the people in this great area daily with their favorite programs. Listener-loyalty of over 30 years' duration cannot be bested by any other station!

KGW

NBC AFFILIATE

PORTLAND, OREGON

REPRESENTED *Nationally* by EDWARD PETRY &

HOLLYWOOD'S ~~VOICE~~ BACKS "THE CHOICE"...KGW!

STORE OWNER Harold Kelley, Hollywood booster for many years, states, "KGW has given public service throughout its 31 years that makes it the standout radio station in this area."

GROCER W. W. "Dad" Hill, of Hill and Sons Grocery, and long-time resident of the Hollywood district, states, "KGW has demonstrated the ability to produce for its advertisers and build the best listening audience."

VICE-PRESIDENT Robert H. Hazen of the Benjamin Franklin Federal Savings & Loan Association in the Hollywood district, reports, "The best investment for an advertiser using radio is KGW."

MANAGER Vern Graves of Miller's, Hollywood Junior Department Store, says, "KGW has always brought dependable service to its listening audience. It is certainly 'the choice' in Portland."

Hollywood...

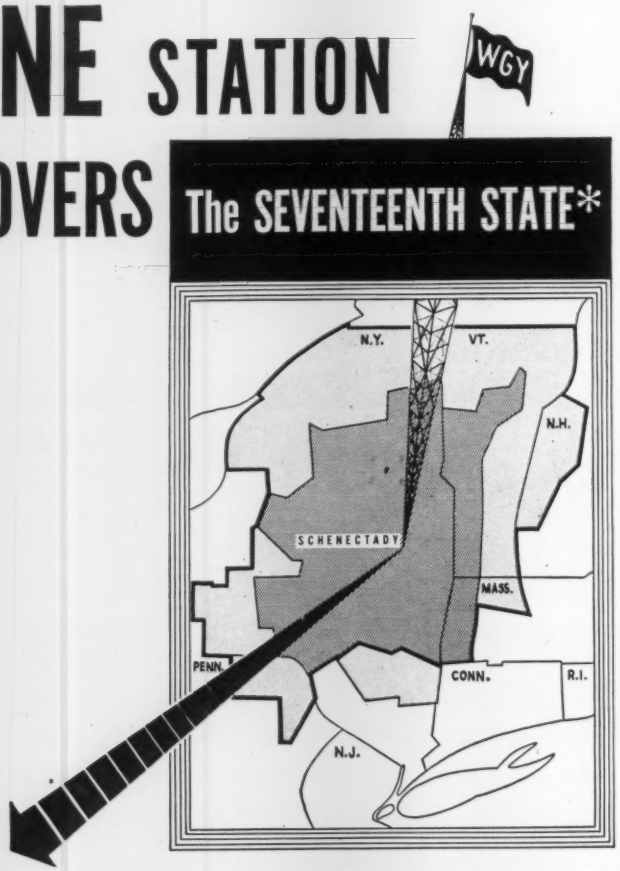
...across the Willamette river from downtown Portland, is a favorite shopping center, not only for Hollywood District residents, but for many Portlanders from all over the city!

REALTOR A. A. Horsfeldt, Hollywood businessman and active booster for the district, says, "Portlanders are 'home folks' and have enjoyed KGW's 'home' service for many years."

DOCTOR Ray Mangels, prominent Hollywood civic leader, reports, "KGW's educational programming has brought us valued entertainment. We've always looked to KGW for this type service."

CO., INC.

ONLY ONE STATION COVERS The SEVENTEENTH STATE*



- 22 cities
- 458 towns
- 53 counties
- 2,846,300 citizens
- 840,040 radio families
- only NBC station
- more goods purchased than 36 states
- more spendable income than 32 states

*a compact market of 53 counties in Eastern New York and Western New England whose effective buying income is exceeded by only 16 states.

WGY

A GENERAL ELECTRIC STATION

THE CAPITAL OF THE 17TH STATE

Studios in Schenectady, N. Y.

REPRESENTED NATIONALLY BY HENRY I. CHRISTAL
NEW YORK — CHICAGO — SAN FRANCISCO

KELT DENIED

'With Prejudice' by FCC

FOLLOWING by a year and a half an FCC initial decision charging illegal transfer of control and ownership-financial misrepresentation, the Commission last week announced receipt of the construction permit of KELT Electra, Tex., plus a sworn letter from C. C. Elkins Jr. and Bill Frank Lindsay saying, "The partnership is no longer desirous of operating a facility in Electra." KELT was assigned 250 w daytime on 1050 kc.

In its order released last Tuesday, FCC dismissed "with prejudice" the application of Messrs. Elkins and Lindsay, doing business as Oil City Broadcasting Co., which requested a license to cover the CP for KELT. The order similarly dismissed another application for assignment of the permit from the partnership of Messrs. Elkins and Lindsay to a corporation including them and Allen Melton, their Dallas attorney.

Hearing Examiner J. D. Bond in late March 1951 contended in his initial decision that the corporation actually had constructed the station but the information was withheld from the Commission [B•T, April 9, 1951].

HUTH RETAINED

As Pan American Co. Aide

NAMING of Arno G. Huth as special consultant was announced last week by Pan American Broadcasting Co., international radio station representatives and operators.

Dr. Huth, writer, lecturer and recognized communications authority, will compile data on economic conditions abroad and on international communications. A Pan American spokesman said that Dr. Huth's reports "may very well provide the springboard for projecting export and export advertising into the major status they merit but have not yet achieved."

Engineer for Jordan

OPENING for a radio communications engineer for the Hashemite Kingdom of the Jordan was announced through the State Dept. last week by the International Telecommunication Union. Minimum qualifications include a M. Sc. degree in telegraphy or radio engineering or the equivalent. A senior radio communications engineer is desired for this post with 10-15 years experience in as many of the allied fields as possible. Job would pay in vicinity of $700 per month, tax free. Further information may be had from the Telecommunications Policy Staff, Dept. of State, Washington 25, D. C., c/o Mrs. Hazel Briggs, or by phoning Mrs. Briggs at Republic 5600, extension 5930.

WOR SPECIAL

Marks Food Industries Week

WOR New York will broadcast special *Food Industries Week* series Monday through Friday of this week, coinciding with the annual convention of Grocery Mfrs. of America at New York's Waldorf-Astoria Hotel Nov. 10-12. The programs will stress the progress of the food industry in producing "greater quantities and higher qualities in all foods."

Included among special programs planned will be appearance of Paul Willis, GMA president, as guest star today (Monday) on *The McCanns at Home. The Martha Dean Show*, also today, will feature Austin S. Iglehart, president of General Foods Corp.

Afternoon programs will include an address by George Coppers, National Biscuit Co., president, on the *Patt Barnes & Barbara Show*, and Ed Malone, publisher of *Grocer-Graphic*, on the *Barbara Welles Show*. Clarence Francis, General Foods board chairman, also will be heard on *Martha Dean Show* Friday, offering a summary of highlights of the GMA convention.

ONE-RATE PLAN

KSFO Announces Card

KSFO San Francisco has joined the growing list of stations which have established a single rate for both day and night advertising.

The independent outlet published a new card showing a single rate from 6 a.m. to midnight through upward adjustment of daytime rates and elimination of differential between daytime and nighttime. Latter formerly was twice the daytime rates at KSFO.

KSFO Manager Alan Torbet said that independent outlets long have felt it hard to justify double rates for evening listening despite larger nighttime audiences. He foresaw the same problem confronting network affiliates.

Under its new rate plan, KSFO will provide an improved "average time rating," offering announcement advertisers one-third of their schedules from 6 to 10 p.m. and two-thirds in daytime or after 10 p.m. Inclusion of night placements provides a larger audience per advertising dollar despite a single rate higher than the former daytime rate.

A number of broadcasters have favored, and some already have adopted, the single plan rate [B•T, Nov. 3, Oct. 27].

March of Dimes Unit

HAROLD E. FELLOWS, NARTB president, has been named chairman and Lester Gottlieb, CBS Radio vice president in charge of network programs, a co-chairman of the 1953 March of Dimes National Radio-Television Committee.

HOW MANY have HOW MUCH to spend? ...and where are they?

these marketing questions now answered in the

new consumer INCOME data supplement to CONSUMER MARKETS

Now advertising men, sales executives, market analysts will get complete, never-before-accessible facts on consumer incomes in a single, easy-to-use market data source book.

The *Consumer Income Data Supplement* to CONSUMER MARKETS will be published in early January. It tells the *number* of consumer units in each of four logical income groupings for cities, counties, metropolitan areas, states, and regions across the United States. That means market potentials can be established in real numbers, not by averages or percentages. Knowing the number of households within given income groups, sales potentials can be established on ability to buy, and on likely response to given products.

Consumer Income Data Supplement tells how many have how much to spend. It identifies the mass markets, the class markets. It helps route advertising and selling effort in a way to get maximum returns. It helps advertising and sales executives achieve selective selling to the greatest possible degree.

(★) County seat.
(●) Central city of metropolitan area.

	Households	Consumer Spendable Inc. ($000)	Income Per Household $	NUMBER OF CONSUMER UNITS BY INCOME GROUP: Total Consumer Units	Under $2,000	$2,000-3,999	$4,000-5,999	$6,000 & Over
NEW YORK STATE TOTALS	4,370,810	17,417,328	3,985	4,807,890	1,471,214	1,663,530	966,386	706,760
ALBANY	72,970	334,468	4,707	80,270	24,563	27,773	16,134	11,850
★● Albany	41,970	219,784	5,237	46,170	14,128	15,975	9,280	6,787
Cohoes	6,290	17,177	2,731	6,920	2,118	2,394	1,391	1,017
Watervliet	4,500	11,669	2,593	4,950	1,515	1,713	995	727
ALLEGHENY	12,610	36,866	2,924	13,870	4,244	4,799	2,788	2,039
Wellsville	1,920	14,148	7,369	2,110	646	730	424	310
BRONX	426,660	1,097,373	2,572	469,330	143,615	162,388	94,335	68,992
Bronx Borough		997,37						

How to get a copy of CONSUMER INCOME DATA SUPPLEMENT

This Supplement will be sent to all who receive copies of CONSUMER MARKETS. If you are *not* now using CONSUMER MARKETS, you can get both the 1,000-page CONSUMER MARKETS and the *Consumer Income Data Supplement* for only $10.

The section of a typical page, illustrated above, shows why advertisers, sales managers, market analysts, and advertising agencies will live with this new information, how it can increase the efficiency of their work.

Publishers and radio station managers have here a new and important medium for their story, which can appear adjacent to the income data for their markets, or in other pertinent positions. Advertising forms close December 1st.

For full information on rates and requirements, write or wire CONSUMER MARKETS, 1740 Ridge Avenue, Evanston, Illinois, or call the SRDS representative nearest you.

SRDS

consumer markets

The comprehensive single source of authoritative market data

PUBLISHED BY STANDARD RATE & DATA SERVICE, INC. WALTER E. BOTTHOF, PUBLISHER

1740 Ridge Avenue, Evanston, Illinois
New York • Chicago • Los Angeles

WSAZ
HUNTINGTON, W. VA.
SERVING 3 STATES

We're Celebrating!

NOV. 13th
RADIO STATION
WSAZ
Will Begin its
30th
Year of Continuous Broadcasting

WSAZ-RADIO
"The 1st Station in W. Va."

Represented by
THE KATZ AGENCY

5000 WATTS DAY
1000 WATTS NIGHT
930 KC

RADIO STATION
WSAZ

Our Respects to

(Continued from page 60)

all, it did take some 20 years.

Mr. Ingle was born in Columbus Grove, Ohio, on March 5, 1900, and received his early schooling in Stryker, Ohio. He turned to newspapers during World War I, in 1917 well before his graduation with a degree, serving with the *Toledo News, Ann Arbor Times-News, Cleveland Plain-Dealer* and *Toledo Blade* through 1924. He was graduated from the U. of Michigan with an AB degree a year later.

Between 1925 and 1930, Mr. Ingle was on the faculty of such universities as Wisconsin, Ohio Wesleyan and Florida. At one time or another, he taught English and Journalism as an associate professor. He also worked for the *Indianapolis Star* and the *Washington Evening Star.*

Mr. Ingle moved to UP in 1930 and NBC the following year, centering his activity in program promotion and the development of network shows. In 1936 he was vice president of Publishers Service Co., New York, a newspaper servicing firm.

In 1941, Mr. Ingle joined the Treasury Dept.'s war bond promotion staff and directed bond rallies for its *Stars Over America.* He joined the overseas branch of the American Red Cross in 1944. He helped launch the Red Cross Clubmobiles, traveling to France, the British Isles and Germany.

Information Director

That same year he was appointed information director for the War Manpower Commission, and for 17 months put radio and newspapers to the test on behalf of manpower mobilization.

While in New York, Mr. Ingle was appointed to the publicity division of the Republican National Committee as radio and television director.

Under Mr. Ingle's guidance, the '46 GOP campaign proved successful on the Congressional level, largely through use of radio aids. In December 1947 he again urged Republican House members to buy as much radio time as the traffic would bear during the upcoming '48 campaign.

Mr. Ingle also handled arrangements for radio and television coverage of the national convention in Philadelphia in 1948 and in Chicago this past summer. Additionally, he participated in evolving the first code for sponsored coverage of the conventions.

The Republican party reorganized functions and responsibilities when it set up its national campaign headquarters in Washington for the kickoff of the Presidential race, coordinating radio-TV activities of the national committee and its advertising agencies, Kudner Inc. and BBDO, through Robert Humphreys, publicity director.

Mr. Ingle, who had handled preliminary arrangements for radio-TV commitments, continued to oversee mechanics and took on the added chores of planning for campaign trains and supervising requirements for Eisenhower-Nixon addresses. He also is director of the GOP National Speakers Bureau, to which he was named in 1949.

While there was minuscule backplatform electioneering over radio and television and a greater emphasis on interview-panel formats—not to mention "fireside chats" by the Democrats—Mr. Ingle envisions the day when whistlestopping will be even more widely geared to the coaxial cable and radio relay.

The evidence was partly manifested in the recent campaign as candidates accommodated their train and speaking schedules to advance network time commitments, using air travel when necessary. TV newsreels caught the feel more of rear platform campaigning than live broadcasts, but Mr. Ingle still feels the technique will develop. He also believes that attendance at political rallies won't suffer from television coverage.

With the fruition of the GOP-er's National dream reflected in last week's election results, Mr. Ingle is prepared to play an old role in a new setting—that of the Administration Party. Already he has his sights set on the '54 Congressional elections—and you can bet radio and television will come highly recommended.

Mr. Ingle is married to the former Mignon Miller of Williamsport, Ind. They have no children. He belongs to the National Press Club, the Ohio Society of New York and the Chi Phi, Sigma Delta Chi and Phi Delta Phi fraternities.

WIGHT TO PHILCO

As Public Relations Head

WILLIAM WIGHT, Washington vice president of Carl Byoir & Assoc., has been appointed public relations director of Philco Corp., according to William Balderston, Philco president [CLOSED CIRCUIT, Nov. 3]. He will headquarter at Philco's executive offices in Philadelphia, assuming office Dec. 1.

Mr. Wight

Mr. Wight has headed the Byoir Washington office 14 years. In 1944 he directed press relations for the Republican National Committee, on leave from the Byoir office. Previously, he had been a member of the Washington bureau of AP, which he joined in 1927.

MUTUAL
CKLW
LOWEST COST MAJOR STATION BUY IN THE DETROIT AREA

Compare—the Coverage with the Cost and you'll discover why this greater "dollar distance" buy is ringing more cash registers than ever before for advertisers.

CKLW covers a 17,000,000 population area in five important states!

50,000 WATTS
800 KC.

Adam J. Young, Jr., Inc.,
National Rep.

Guardian Building J. E. Campeau, Pres. Detroit 26, Mich.

Govt. Facelift

(Continued from page 24)

bor groups, sometimes to the detriment of radio-TV broadcasters. It was created under the New Deal.

The new administration is likely to re-evaluate the roles played by the labor board, FTC, WSB, ESA, Securities & Exchange Commission, and the Federal Civil Defense Administration. The State Dept. also is earmarked for revamping.

How the Voice of America would be affected was open to conjecture. President-elect Eisenhower is known personally to favor a stepped-up psychological warfare and expansion of international information activities. He intimated he may not be adverse to creation of a board along these lines with cabinet status. Voice functions now are under the semi-autonomous International Information Administration headed by Dr. Wilson Compton.

Voice is Storm Center

Defense cuts may not rub off on the Voice, which always has had stormy going, because of Gen. Eisenhower's views, according to some authorities. Gov. Thomas Dewey of New York is a prospect for the State Dept. vacancy, along with John Foster Dulles, both of whom go along with Eisenhower views on international radio.

Among career employees, those expected to be affected in any reshuffling are public information officers, division heads and other top level officials. Generally, civil service employes with ratings below GS-14 need not be concerned.

This applies to the regulatory agencies and offshoots of government departments like Commerce, viz., the National Production Authority. Public information activities in the Pentagon may not be affected too greatly aside from the top PI post, now held by Andrew Berding. Radio-TV activities of each service won't be directly concerned. There will be changes at the very top military level.

International Posts

High information vacancies are likely to result at the Office of Defense Mobilization, National Security Resources Board (which looks into censorship and works closely with the FCC and Defense Dept. on other emergency aspects), and FCDA. The same holds true for other groups—the Defense Production Administration, etc.

What effect the turnover will have on the State Dept.'s Telecommunications Section and the Commerce Dept.'s National Bureau of Standards was not known, though it's thought they will not be greatly involved because of their specialist aspect.

DuMONT EXHIBITS

At Minneapolis, Atlantic City

ALLEN B. DuMONT Labs. participated in educational conventions held simultaneously from Thursday to Saturday by the National Assn. of Educational Broadcasters in Minneapolis and by the New Jersey State Secondary School Teachers Assn. and the Audio Visual Education Assn. of New Jersey in Atlantic City.

DuMont exhibited at both meetings a large four-panel display titled "Educational Television Moves Forward," depicting the work of the company in this field. It also showed continuous films of the operation of DuMont equipment.

HEALTH Information Service, N. Y., and ABC-TV presenting weekly dramatic series of six films stressing progress in health, *Anywhere, U. S. A.*, over ABC-TV, 10:30-11 p.m. EST.

WNBT (TV) GETS

STA to Test Color

SPECIAL temporary authority was granted by FCC last week to WNBT (TV) New York to operate during limited hours as an experimental outlet to further test the RCA color television system. The test period is Nov. 10-26, restricted to a quarter-hour between 9 a.m. and 12 noon. Test report to FCC is due Jan. 15.

NBC officials reported the STA is for color tests similar to two others issued by the Commission in recent months. Data collected in those tests, including viewer reaction, is in the hands of an independent opinion research firm for compilation and analysis, it was reported. In the new tests, RCA-NBC engineers plan to transmit programs under three sets of technical circumstances described as minor variations in the fundamental system.

AFTRA DEMANDS

L. A. TV Stations Resist

RESISTANCE by Los Angeles TV stations is stiffening to demands by American Federation of Television & Radio Artists (AFTRA) for an overall 20% wage increase for local performers and staff announcers. Current agreement expires Nov. 30.

The stations are preparing a counterproposal and ask among other things that several working conditions in the proposed AFTRA contract be modified.

CTS Sales

COMPLETION of 49 individual sales in October by Consolidated Television Sales, distribution and sales agency for filmed television programming, was announced today (Monday) by Peter M. Robeck, general manager.

Photo Courtesy Ford Motor Co.
25th ANNIVERSARY
DO YOU REMEMBER ?
When Ford's Model "A" was the newest, most powerful and fastest of Henry's models? It marked his departure from the 3-pedal way of driving. It brought new luxury to Ford owners throughout the world. Do you remember the "Model A" debut? We do, for that was the year WWNC was born.
And speaking of automobiles, quite a bit is spent here in the WWNC 12-county market. Consumer Markets sets the figure at over 35 million dollars worth . . . . . which is okay with us. What we KNOW is that is seems nearly everyone has a new car in the area where WWNC reaches 84% of all radio homes. Maybe the figure would go up 'cause most of the autos have radio, too.
And . . . . . there are quite a few "Model A's" going after 25 years . . . . . just like WWNC.
CBS
5000 WATTS WWNC DAY AND NIGHT
570 ON YOUR DIAL
CBS
CITIZEN-TIMES STATION IN ASHEVILLE, N. C.
REPRESENTED NATIONALLY BY H-R REPRESENTATIVES

CAAB MEETS

With Network Friday

A ONE-DAY closed business meeting of the Columbia Affiliates Advisory Board with CBS Radio top executives will be held Friday in Hollywood. The meeting is timed to coincide with the formal opening of CBS-TV's Television City in Hollywood (story page 97), at which the CAAB members will be guests.

CBS Radio officials slated to attend the meeting are President Adrian Murphy; J. Kelly Smith, administrative vice president; H. V. Akerberg, station relations vice president; John Karol, network sales vice president; William A. Schudt Jr., national director of station relations, and Ole Morby, western division station relations manager.

CAAB members are I. R. Lounsberry, WGR Buffalo, chairman; Arnold Schoen, WPRO Providence; C. T. Lucy, WRVA Richmond; Spencer Mitchell, WDAE Tampa; Howard Summerville, WWL New Orleans; Hulbert Taft Jr., WKRC Cincinnati; Harry Burke, KFAB Omaha; Joseph Bernard, KOMA Oklahoma City; and Clyde Coombs, KROY Sacramento.

UNITED PRESS has reported its radio and TV news client lists have reached record highs, with 1,339 in radio in U. S. and 147 foreign and 72 in TV not counting duplications of services (36 for UP Movietone News, of which 11 also receive UP newspictures and six receive leased wire service, plus 18 other newspictures and 11 other leased wire clients).

allied arts

EDWARD W. SHERIDAN, RCA Victor engineering products div., to I. D. E. A. Inc., Indianapolis, as industrial sales manager.

LEWIS & KAUFMAN Inc., Los Gatos, Calif. (electronic tube manufacturer), changes name to **LEWIS & KAUFMAN Ltd.**

MARTIN L. KLEIN, aeronautical designer, to staff of Stancil-Hoffman Corp., manufacturer of Minitape tape recorder.

CHIEF ELECTRONICS Inc., Poughkeepsie, appointed distributor of Westinghouse Reliatron tubes in 10 southeastern counties of New York State and portions of western Connecticut.

CHARLES H. GODDARD appointed manager of marketing and product planning of Lighting Div., Sylvania Electric Products Inc., Salem, Mass.

WILLIAM F. SHARKEY, I. D. E. A. Inc., Indianapolis, to Radio Apparatus Corp., that city, as assistant sales manager.

MERIT COIL & TRANSFORMER Corp., Chicago, is distributing 36-page TV replacement guide containing practical recommendations for replacing IF-RE coils and transformers in over 6,000 models and chassis plus exact replacements where required.

PAUL G. SCHOLZ Co., St. Louis and Kansas City, appointed regional sales representative for Insuline Corp. of America, Long Island City, N. Y., in Missouri, Kansas, Iowa and Nebraska.

HARRISON JOHNSTON, manager of product engineering div., Ampex Electric Corp., Redwood City, Calif., promoted to general sales manager of firm.

JON EPSTEIN of Frederic W. Ziv Co. production staff, has returned to company after two years in U. S. Army and will be assigned before end of year to Ziv's Hollywood office to writing-production post.

LEONARD F. CRAMER, assistant general manager, Crosley Div., Avco Mfg. Corp., elected vice president of Avco in addition to other duties.

COLAN McKINNON, advertising-sales promotion manager, Hales Department Stores, S. F. (Northern Calif. chain), to Hoffman Radio Corp., L. A., in same capacity for Hoffman television.

COL. JOHN R. HOWLAND, director of product research, Stewart-Warner Corp., Chicago, appointed commercial sales manager of Stewart-Warner Electric, firm's TV-radio-electronic products division.

Equipment . . .

EUGENE M. KEYS elected executive vice president and director of sales, Edwin I. Guthman & Co., Chicago. **J. B. RUBIN,** member of firm's board of directors, elected treasurer.

JAMES M. STRAIN, western regional executive for Capitol Records, to World Broadcasting System as account executive in northeast area.

RADIO APPARATUS Corp., Indianapolis, announces production of V-15 booster for areas where line voltage is below normal. Unit provides full rated performance from any 110-volt electrical device requiring between 500 and 1,500 w.

MAGNECORD Inc., Chicago, announces manufacture of single case portable magnetic tape recorder designated PT6-VAH. Unit consists of standard PT6-AH recorder and small, light weight amplifier in portable carrying case.

INSULINE Corp. of America, Long Island City, N. Y., announces production of new line of silver-plated banana plugs and jacks intended for use in industrial and commercial equipment requiring very low contact resistance. Plug is known as No. 428; jack as No. 431.

DAVEN Co., Newark, N. J., announces availability of new miniature attenuator, series 120, 1⅜" in diameter and 1 29/32" deep. Reduced size is particularly suitable for use in portable equipment.

DAVIS ELECTRONICS, Burbank, Calif., announce production of Super-Vision TV antenna for vhf and for high gain on all channels 2 through 13. Antenna is constructed with electronic dipole separators.

Technical . . .

AURELLE BOISVERT, chief engineer, CHUM Toronto, has resigned to move to Los Angeles for electronic defense work.

ARF GROUPS

Committees Expanded

PROCEEDING with the plan to expedite the work of the Advertising Research Foundation's committee radio and TV rating methods by expanding the size of the working groups [B•T, Oct. 27], ARF last week announced that six members have been added to two of the four working committees.

Working committee to inspect and review research practices of the various rating services has four new members: Mrs. Teddy Anderson, BBDO; Norman Glenn, Doherty, Clifford, Steers & Shenfield; Hal Miller, Biow Co.; Samuel Thurm, Young & Rubicam. Older committee members include: Gordon Snowcroft, Campbell Soup Co., chairman; Harper Carraine, CBS; Lawrence Deckinger, Biow Co.

Working committee to analyze data issued by the various rating services has two new members: Howard Kuhn, Compton Adv. Inc.; Bernard Sherak, Kenyon & Eckhardt. Continuing members are: Dr. Deckinger, chairman; Wallace Drew, Bristol-Myers Co.; Richard Puff, MBS.

Two other working committees—one on standards and methods, the other on specific rating problems—have not reported any increase in membership to date. The four working committees are undertaking their individual assignments to provide the overall committee on ratings with information that will assist this body in its project to establish standards for an ideal dating service and to determine how well any one or combination of present services meets those standards. Dr. Deckinger is chairman of the overall committee and a member of each working committee.

CHARLES JONES, publisher of *Laugh Book* magazine, will discuss "Your Future in Comedy" at the meeting of the Gagwriters Institute in New York on Nov. 17. He will analyze the results of a survey showing the best way for comedy writers to enter radio, TV and stage comedy-writing.

There's Nothing Wrong with TV

...that Radio Can't Cure!

TV is a wonderful thing—but very expensive! Lots of folks around here have found this out... and have come back to Radio. And, after the switch... they've found that many TV shows *look* a lot better on Radio, too!

And with these local boys... WIOD's the choice. Just ask your Hollingbery Man for the details!

Established January 18, 1926

WIOD

James M. LeGate, *General Manager*

5,000 WATTS • 610 KC • NBC

National Rep., George P. Hollingbery Co.

BECKER NAMED

Manages Air Features

I. S. BECKER, CBS Radio vice president in charge of business affairs, has been named managing director of Air Features Inc., wholly owned package-producer subsidiary of CBS, it was announced last week. The move is effective Dec. 1.

In his new post Mr. Becker will succeed Maurice Scopp, who will devote full time to Maurice Scopp & Co., New York firm of certified public accountants. Mr. Becker's successor at CBS Radio has not been designated.

Mr. Becker served as vice president in charge of business affairs for CBS-TV from July 1951 until his transfer to the CBS Radio business affairs vice presidency last August. He has been with CBS since 1934, when he became business manager of Columbia Artists Inc., then a CBS division.

Julian L. Woodward

JULIAN LAWRENCE WOODWARD, 55, research executive with the Elmo Roper survey organization, died Tuesday at his home in New York. Before joining Roper in 1946, Mr. Woodward had served as associate professor of sociology at Cornell U. from 1927 to 1945 and previously as an instructor at Columbia U. and Dartmouth U. A former president of American Assn. for Public Opinion Research, Mr. Woodward served during World War II as chief of the surveys division of the Office of Facts & Figures and later as assistant to Elmer Davis, director of the Office of War Information.

NET sales of Sylvania Electric Products Inc. for third quarter of 1952 were $57,995,494, or 43% above sales of the corresponding period in 1951, President Don G. Mitchell has reported. Net income for the third period was $1,632,925 compared with $1,107,834 in the same period last year.

In this closing year of 1952 we are thankful

1. For an efficient, competent staff;
2. For a good increase in business.
3. For the nice things people are saying about us.

The Art Mosby Stations

CBS KGVO · KAIA

Missoula 5 kw Day & Nite — Anaconda Butte 250 Watts

MONTANA

THE TREASURE STATE OF THE 48

Reps: GILL, KEEFE & PERNA, N.Y., Chi., La. & SF.

CHICAGO'S STATE STREET

Featured in Year-Around Radio-TV Spots

SHORTEST live productions in television, and probably the most successful, second-by-second, are being sponsored six nights weekly in Chicago by the State Street Council. The council, comprising business firms located on Chicago's main shopping thoroughfare, is running a 52-week schedule of 10-second spots on WNBQ (TV) to promote sales from Chicagoans and visitors.

One 10-second spot six nights weekly costs the council about $50,000 yearly for time, with several thousand dollars more added for production, art and talent costs. The council's current buy-on-State-Street campaign is concentrated on television and radio for the first time with these media late in the summer replacing metropolitan newspapers, which carried the bulk of the institutional load for many years. Television is supplemented by some 30 spots weekly on three local stations, WIND WBBM (CBS) and WMAQ (NBC), but these schedules vary with the season.

The video spots were planned with care and imagination by agency officials at the J. R. Pershall Co. and by WNBQ executives to get optimum visual effects. All are based on the theme: What do you want to buy? What do you want to pay? State Street's got it every day! Each commercial is different, and takes full advantage of the station's live announcement policy which it originated almost a year ago.

Street Backdrop Used

A permanent backdrop, painted by artist Curt Nations of the WNBQ staff, shows Mr. Nations' conception of the famous street which bisects the city's loop area. The slogans, presented repetitively to fix the theme in viewers' minds, are illustrated with a variety of props. The three-point message may be painted on three dinner plates, on fancily-wrapped gift boxes, guest towels or on a miniature State Street streetcar.

Gimmicks and gadgets to amuse the viewer and still educate him to shopping on the street were planned by George B. Bogart, vice president of the agency and account executive who originated the campaign. He was aided by George Heinemann, program manager of WNBQ, and Wee Risser, staging services manager for the station who developed many of the visual effects used on NBC-TV's former *Garroway at Large* feature.

The spots are aired at 10:10 p.m. CST Monday, Tuesday, Wednesday and Friday, and at 10 p.m. Thursday and 6:30 p.m. Sunday, with Saturday omitted. Mr. Bogart says the campaign is planned on a continuing, multi-year basis so maximum effects may be gained from constant repetition of the theme. Increasing traffic will benefit all the council's 400-plus members, the largest of which are retail establishments, although the group includes also hotels, restaurants and theatres.

SHOE, HAT and suit boxes are demonstrated by WNBQ (TV) announcer Franklyn Ferguson in tie-in with three-point sales theme of the State Street Council.

* * *

GROUCHO MARX, star of NBC-AM-TV's *You Bet Your Life*, has asked that blood donations serve as admission to his U. of Oregon Dec. 2 lecture. With quota set at 400 pints, 559 pints have been collected.

KDYL-TV POWER

New Transmitter Completed

ENGINEERS last week put finishing touches on KDYL-TV Salt Lake City's new mountaintop transmitter.

Station claims the new transmitter will enable it to cover 87% of Utah's population and portions of southern Idaho, western Wyoming and eastern Nevada.

S. S. Fox, KDYL-TV president-general manager, said testing will begin early this month. The station plans to go on the air with the new transmitter later this month with 30 kw power and by next spring expects to be operating with 57 kw.

On the basis of engineering tests, Mr. Fox estimated that some 225,360 homes will be brought into the KDYL-TV coverage area—more than twice the number now receiving service.

Dorrell to Talk

WARD DORRELL, research director, John Blair & Co., will explain a new means of evaluating rating services to determine whether differences in ratings are significant at a Thursday luncheon meeting of the American Marketing Assn.'s radio-TV discussion group. Meeting is scheduled for 12:15 p.m. at the Hotel Shelton in New York.

The TOP STATION in a TOP MARKET—

will keep favorable TRADE WINDS blowing your way!

WILK ABC 5000 WATTS

PENNSYLVANIA'S 3RD LARGEST MARKET

• SCRANTON ★ WILKES-BARRE • HAZLETON • BLOOMSBURG

J. Walter Thompson is using WILK for Ford Dealers Association for the fourth consecutive year. It's the best advertising buy in the market!

AVERY-KNODEL Inc. Nat'l. Rep.

• New York • Chicago • Atlanta • Los Angeles • San Francisco • Dallas

SELL MORE IN THE
SOUTH'S
No. 1 State!

A Lucky Strike in the Camel City*

* Winston-Salem is the home of R. J. Reynolds Tobacco Co.

WSJS

1/5th* of all
NORTH CAROLINA'S POPULATION RESIDES IN
WINSTON-SALEM'S
WSJS
15-COUNTY MARKET
*738,700—S. M.
1952 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

programs promotion premiums

EFFECTIVE last Monday, WFLN Philadelphia extended broadcast day by adding the morning hours to its schedule of music and news. Station, now on the air from 7 a.m. to midnight, augmented its operation "because of the urgency of demands . . . requesting classical music even early in the day."

TOWER PROGRESS

A HEALTHY number of "Armchair Superintendents" are watching the progress of the construction of the new 1,037 ft. TV tower of WTMJ-TV Milwaukee, according to word from the station. Each morning on the *Time Out With Thomas* program, a TV camera is taken outdoors to show viewers how work is progressing. On Oct. 16, the tower passed the 400 ft. mark, making it the tallest structure in the state of Wisconsin.

STUDENTS ON WSTV

WEEKLY series of dramatic shows is being presented over WSTV Steubenville, Ohio, by students of Bethany College, Bethany, W. Va. Students handle all phases of production including sound, music and direction. Scripts of American radio writers will be presented for the next 13 weeks.

CHRISTMAS PRESENTATION

PARENTAL answers to such questions as "Where did Santa's reindeers come from?" have been woven into a format for a new kind of Christmas program by Aldridge Radio Productions, Greenwood, S. C. The 15 minute narrative, which attempts to standardize the answers, is titled *Fifty Years Before Christmas* and is intended for presentation on Christmas Eve. Show is available in either script form or on transcription.

RAILROAD CONTEST

PENNSYLVANIA Railroad has announced its second Christmas contest in connection with its show on KQV Pittsburgh. Youngsters under the age of 16 are asked to send in completions to the phrase "The Pennsylvania Railroad is important to my community because . . ." Prize list will include Lionel trains, bicycles, cameras and flashlights.

AFRS SERIES

ARMED Forces Radio Service, Hollywood, has started production on two new transcribed radio series. *Secret Mission*, dealing with factual stories of escape from behind the Iron Curtain, features Hy Averback, Hollywood radio-TV announcer-actor. *Douglas of the World* stars Jack Moyles, who portrays title role in Columbia Pacific Radio Network's *Rocky Jordan*, as a newspaper reporter. Robert M. Young is the producer.

'SOUND' CONTESTANTS UP

OVER 4,500 WLW Cincinnati listeners throughout the United States have entered the station's "Sounds of the Century" contest since it opened Sept. 28, the station reports. Contest promises a new hardtop Kaiser Dragon automobile to a listener who can best complete the statement: "The sound of the century that has meant the most to me was. . . ".

'ANYBODY CAN PLAY'

FLETCHER JONES, Los Angeles car dealer, is sponsoring a new show presented once a week on KNBH (TV) Hollywood titled *Anybody Can Play*. Program features William Morrison, Beverly Hills High School chemistry teacher as m.c. Home viewers in addition to audience contestants will compete.

HOME VIEWERS COMPETE

WEEKLY half-hour quiz program on KECA-TV Los Angeles, *Your Grab Bag Show*, enables home viewers to answer questions concerning old time movie stars via the telephone. Grab bag prizes for correct identification range in value from $10 to $100. Sponsor of the show is Chest Furniture Co., L. A.

EDUCATIONAL PROGRAMMING

DURING National Education Week, WHAS-TV Louisville plans to devote 24 TV hours to education while visiting five schools in its second "Inside Our Schools" series, Nov. 8-14. The outlet will originate 10½ hours of the educational programming directly from classrooms. Numbers of local film sequences also will be telecast showing physical advantages and handicaps of the city's educational facilities.

BALTIMORE 'BOMBING'

CITY of Baltimore was "bombed" early in October with 150,000 leaflets publicizing a forthcoming civil defense manual being prepared at WBAL-AM-TV that city. Leaflets inquiring "If this had been a bomb, would you know what to do?" encouraged enlistment of civil defense volunteers.

BIRTHDAY CONTEST

AS part of its first birthday celebration, WJET Erie, Pa., ran a lucky record contest asking listeners to supply the answer to "How many records have been played on WJET during its first year of broadcasting?" Prize for the closest answer was $1,000 in merchandise. The station used the *Erie Times* and extensive on-the-air promotion to plug the contest.

FACTS ON FLYING

FACTUAL information about all kinds of flying, presented in a "glamour" format, is incorporated into *Jet Pilot*, a new half-hour live show at WNBQ (TV) Chicago. Originated there by George Heinemann, TV program manager, the show includes authentic data presented by a Navy lieutenant commander in an elaborate and realistic airport set. Show material, beamed to teen-age boys particularly, emphasizes the safety and value of aviation. It is presented in cooperation with the Civil Aeronautics Authority, commercial airlines and air branches of the armed forces.

'ASK WASHINGTON'

NBC-TV inaugurated a daily program last Wednesday titled, *Ask Washington*, which answers questions from viewers on the conduct of government and developments in the Nation's Capital. The program, presented as a public

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

service, has Frank Blair as moderator. NBC Washington correspondents Leif Eid, Ray Henle, Albert Warner, Richard Harkness and Esther Tufty are among those who reply to letters and telegrams.

TV QUIZ SHOW

UNIQUE TV quiz game, *Movie Quick Quiz*, had its premiere in Cleveland on WNBK (TV) on Nov. 3. It is now scheduled as a regular Monday through Friday feature. Viewers, selected from the phone book, will be called and asked to answer questions whose answers are illustrated in the *Movie Quick Quiz* minute movies. Correct answers will merit cash awards.

'MIKE' ON DISPLAY

CURRENTLY seen in many stores in and around Bridgeport, Conn., is a display piece of "Bridgeport Mike," cartoon symbol of WICC Bridgeport. Caricature holds a small card plugging shows which are aired on the station. "Mike," according to WICC, is paving the way for "a new and aggressive promotion, publicity and merchandising campaign" launched by WICC to serve its clients.

'TREMENDOUS' MARKET

BROCHURE giving extensive information on the Greensboro, N. C. market has been prepared by WFMY-TV in that city. "Tremendous" is the word which keynotes the booklet and is used by the station to describe its listening area. Maps, population data, survey of buying power and statistics on WMFY-TV's effectiveness as an advertising medium are outlined.

RADIO is selected by Kaiser-Frazer Dealers of Greater Washington for big promotion drive, based on daily sports show plus play-by-play of Navy games. Left to right (seated), James Davis, dealer president; Bob Wolff, sportscaster. Standing, Hubert Arbogast, dealer vice president, and Perry Walders, WWDC account executive.

BILL BROWER, copywriter in CBS Radio's sales promotion department, author of book published by Stravon Publishers, N. Y., titled "The Complete Traveling Salesman's Joke Book."

WBAL SPORTSCAST
Brewer Renews Contract

NATIONAL Brewing Co., which began sponsoring WBAL Baltimore's *The National Sports Parade* in 1937, has just renewed the contract for another 52 weeks.

The *Parade* is aired Monday through Saturday 6:15-6:30 p.m. It features Bailey Goss, WBAL's sportscaster.

Program's format includes the latest in sports news, interviews with national sports figures and a weekly contest featuring the "Sport of the Week." Norman Almony is advertising manager of the brewing firm.

RCA SERIES
Explores Equipment Plans

EQUIPMENT sales section of the Tube Dept., RCA Victor, is conducting a series of electronics symposiums designed especially for equipment manufacturers.

The series is being held to acquaint manufacturers with RCA's plans for the development and application of a wide range of electron tubes, semi-conductor devices and component parts.

RTMA Brochure Out

EDUCATIONAL brochure designed to acquaint equipment manufacturers, design engineers, the military and electronic jobbers with problems created by use of "close-limit" tubes has been prepared by Radio-Television Mfrs. Assn. Brochure was published on recommendation of the RTMA Tube Division under chairmanship of R. E. Carlson, Tung-Sol Electric Inc. RTMA suggested designers work with tube makers before designs are finalized and production started.

WBNS RADIO DOMINATES CENTRAL OHIO

We'll be a monkey's uncle if WBNS Radio still isn't the biggest entertainment factor in Central Ohio . . . and the cheapest! It's a fact . . . more people have radios than ever before. Listeners stay tuned to WBNS. There's no monkeying with dials because WBNS offers the 20 top-rated shows with strong CBS programming and locally-loved personalities. Sponsors have a billion-dollar listening and *spending* audience through WBNS.

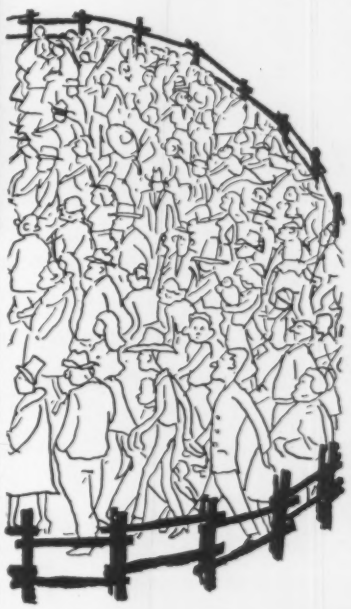
ASK JOHN BLAIR

WBNS RADIO PLUS WELD-FM

POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

K-NUZ CORRALS the market



in HOUSTON

Yes, K-NUZ corrals the market with programming catering specifically to Houstonians. Listeners are branded . . . name-branded, that is . . . by products advertised on K-NUZ. Advertisers who buy K-NUZ get ready-made listener loyalty . . . which, in turn, becomes product loyalty. An increasing list of both local and national accounts is proof enough for time-buyers who know that products identified with K-NUZ programming is the quickest route to the consumer's pocketbook!

Call FORJOE
National Representative
Or DAVE MORRIS,
General Manager
at KEystone 2581
Houston, Texas

K-NUZ
HOUSTON'S LEADING INDEPENDENT

"Put your ideas...

on RCA VICTOR Transcriptions!"

Good program ideas and top talent deserve RCA Victor transcription quality and service. Your material—spot announcements to full-length shows—should get the benefit of RCA's technical experience and research.

Your order, LARGE or SMALL, is recorded, processed and pressed in the country's best-equipped studios and plants . . . receives world-famous RCA Victor engineering. Complete transcribed radio production and script-writing facilities are available.

Contact an RCA Victor Custom Record office today:

630 Fifth Avenue
Dept. B-110, NEW YORK 20
JUdson 2-5011

445 North Lake Shore Drive
Dept. B-110, CHICAGO 11
WHitehall 4-3215

1016 North Sycamore Avenue
Dept. B-110, HOLLYWOOD 38
HILLside 5171

Write now for our fact-filled Custom Record Brochure!

RCA custom record sales

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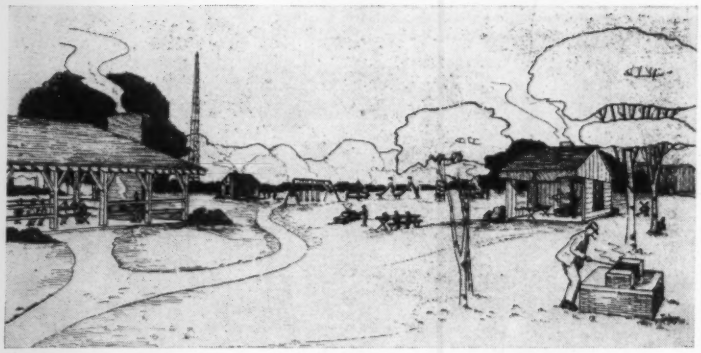

Artist's view of planned WRFD recreation area. ➤

WRFD PLAY AREA

April Completion Planned

RECREATION AREA scheduled to be completed next April will be begun by WRFD Worthington, Ohio, as the second phase in developing the station's 235-acre rural radio center, Herbert E. Evans, vice president and general manager of Peoples Broadcasting Corp., licensee, said last week.

The recreation area will include a large shelter house with a 60-person capacity and four smaller ones at a cost of $40,000, and will contain playground equipment, a putting green, picnic tables, trading post, charcoal grills, comfort facilities and 12 outdoor fireplaces. It eventually will include a restaurant and motel, Mr. Evans said. The grounds will be available to employes of WRFD and those of other firms, particularly those sponsoring advertising on WRFD and the Ohio Farm Bureau Federation members.

LAUNCHING of a training program designed to familiarize employes of major American aircraft companies throughout the country with approved test and installation procedures on new RCA electronic equipment for Armed Forces has been announced by RCA Victor's engineering products dept. Company engineers are demonstrating the equipment at more than a dozen aircraft manufacturing centers.

NATIONAL NEILSEN-RATINGS
TOP RADIO PROGRAMS

Regular Week September 21-27, 1952
NIELSEN-RATING*

Current Rank	Program	Current Rating Homes %
	EVENING, ONCE-A-WEEK (Average For All Programs)	(5.2)
1	Jack Benny (CBS)	9.6
2	Lux Radio Theatre (CBS)	9.6
3	Nixon Speech (CBS)	8.8
4	You Bet Your Life (NBC)	7.7
5	Great Gildersleeve (NBC)	7.6
6	Big Story (NBC)	7.3
7	Arthur Godfrey's Scouts (NBC)	7.3
8	Dr. Christian (CBS)	7.2
9	Nixon Speech (MBS)	7.2
10	Life With Luigi (CBS)	7.1
	EVENING, MULTI-WEEKLY (Average For All Programs)	(2.9)
1	News of the World (NBC)	5.8
2	One Man's Family (NBC)	5.8
3	Lone Ranger (ABC)	4.3
	WEEKDAY (Average For All Programs)	(4.0)
1	Ma Perkins (CBS)	7.8
2	Romance of Helen Trent (CBS)	7.1
3	Arthur Godfrey (Liggett & Myers) (CBS)	7.0
4	Our Gal, Sunday (CBS)	6.9
5	Guiding Light (CBS)	6.9
6	Big Sister (CBS)	6.9
7	Arthur Godfrey (Nabisco) (CBS)	6.7
8	Right to Happiness (NBC)	6.7
9	Pepper Young's Family (NBC)	6.3
10	Aunt Jenny (CBS)	6.0
	DAY, SUNDAY (Average For All Programs)	(2.2)
1	True Detective Mysteries (MBS)	4.5
2	Martin Kane, Private Eye (NBC)	4.4
3	Hollywood Star Playhouse (NBC)	4.2
	DAY, SATURDAY (Average For All Programs)	(2.8)
1	Fun For All (CBS)	5.8
2	Theatre of Today (CBS)	5.6
3	Stars Over Hollywood (CBS)	5.3

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

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Ardent Amateurs

WNHC-TV New Haven wishes to serve notice on amateur song writers all over the country that its program, *Song Premiere*, is not now on the air and that the station has more than 7,000 songs—more than it needs. Spokesmen said Dave Harris, station production manager, doubled his production staff to handle increasing mail but that even after the show left on summer hiatus, his secretaries were still coping with song efforts from as far away as Oregon, California and the state of Washington.

'Voices of Europe'

NATIONAL Assn. of Educational Broadcasters will present a new series of recorded programs, *Voices of Europe*, designed to give the opinions and attitudes of men and women from 14 European countries on contemporary questions. The series, made possible by a $300,000 grant from the Fund for Adult Education, will be made available to member stations of the NAEB tape-network and to other educational broadcasting groups.

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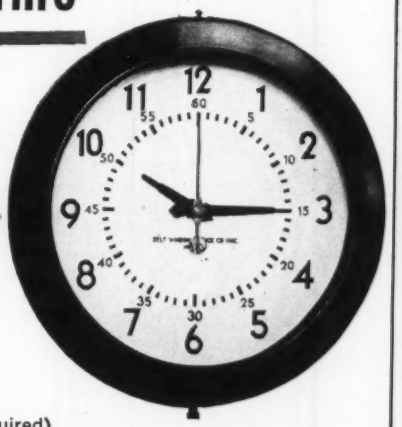

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XUM

NOVEMBER 10, 1952

TELECASTING

SOLD

Piel's Beer joins Cavalier Cigarettes and

The General Tire & Rubber Company as co-sponsors

of one of the top-rated dramatic shows on N.Y. television...

"BROADWAY TV THEATRE"

... the show that presents the same Broadway hit—live, complete—for five consecutive nights, Monday through Friday from 7:30 to 9 PM... reaching an average of 1,800,000 viewers a week (Telepulse—April through October, '52).

WOR-TV channel 9 for New York

in our 8th year

Miss Claire Figg; Professor Ronkin, University of Delaware; Dr. Edgar R. Miller, heart specialist; Miss Alice Doyle; John Balling, heart patient; Miss Irene Blaskiewicz; and Mrs. Gloria Durham, program hostess.

PRESCRIPTION

for living with your heart

The substitution of hope and knowledge for fear and misunderstanding is the purpose of a series of programs on heart disease presented weekly by WDEL-TV, in cooperation with the Delaware Heart Association. On "Live with Your Heart," eminent medical authorities appear before the WDEL-TV cameras to discuss the causes, symptoms, and treatment of various kinds of heart disease, and to present the case histories of individual patients. A similar series last year was so well received that the Delaware Heart Association plans an augmented series this fall and winter—proof positive of successful programming. "Live with Your Heart" is one of the many public-service programs presented by WDEL-TV in the interests of healthier, happier living.

WDEL-TV WILMINGTON DELAWARE

A Steinman Station

WDEL AM TV FM

Represented by

ROBERT MEEKER *Associates*

New York Chicago Los Angeles San Francisco

TELECASTING

NOVEMBER 10, 1952

SIX UHF CPS ISSUED

SIX MORE construction permits for new commercial TV stations were granted by FCC last week to bring to 98 the total of post-thaw authorizations. The total number of TV outlets now is 206, of which 111 are on the air.

Last week's permits, all for uhf, were issued to the following:

Wichita Falls, Tex. (City priority Group A-2, No. 56)—White Television Co., granted uhf Channel 22, effective radiated power 18.5 kw visual and 9.3 kw aural, antenna height above average terrain 480 ft.

San Bernardino, Calif. (Group A-2, No. 64)—KITO Inc. (KITO), granted uhf Channel 18, ERP 87 kw visual and 49 kw aural, antenna 3,680 ft.

Gadsden, Ala. (Group A-2, No. 69)—Jacob A. Newborn Jr., granted uhf Channel 21, ERP 22 kw visual and 11 kw aural, antenna 470 ft.

Warren, Ohio (Group A-2, No. 80)—The Warren Tribune Radio Station Inc. (WHHH), granted uhf Channel 67, ERP 80 kw visual and 43 kw aural, antenna 510 ft.

Elmira, N. Y. (Group A-2, No. 81)—Elmira Television, granted uhf Channel 24, ERP 58 kw visual and 29 kw aural, antenna 850 ft.

Lynchburg, Va. (Group A-2, No. 85)—Old Dominion Broadcasting Corp. (WWOD), granted uhf Channel 16, ERP 100 kw visual and 57 kw aural, antenna 500 ft.

The new station grants result from FCC's temporary speed up processing plan which became effective Oct. 15 and under which the Commission since then has been passing over contested applications in order to expedite service to cities presently without stations. The plan, formed in view of the large backlog of hearing cases, will continue for a time. Processing continues on hearing applications designated or notified prior to Oct. 15.

The Commission last Friday was expected to issue a list of contested applications passed over since Oct. 15 under the temporary speed up plan (see AT DEADLINE, page 114).

By memorandum opinion and order, the Commission last week dismissed a protest and petition filed by WLAN Lancaster, Pa., for reconsideration of FCC's action of Sept. 16 (reported Sept. 18) authorizing conditional operation of WGAL-TV Lancaster on Channel 8.

In a second order, FCC dismissed WLAN's petition for waiver of Sec. 1.364 of the Commission's rules which prohibits filing of multiple applications and dismissed an associated application by WLAN for interim operation on Channel 8.

WLAN, which has protested repeatedly the Commission's proposal to switch WGAL-TV from Channel 4 to 8 in accord with the final allocation, suggested the interim operation pending outcome of the proposed comparative hearing on the application of WGAL-TV for regular operation on Channel 8 and that of WLAN for a new TV station on the same channel [B•T, Nov. 3, Oct. 27].

Interim Operation

WLAN proposed the interim operation on Channel 8 since the Commission had approved the same to WGAL-TV for that channel, WLAN contending it could do the job with less expense and less prejudice toward the hearing.

Comr. George E. Sterling concurred in FCC's opinion respecting WLAN's protest of the Sept. 16 ruling while Comr. Robert Bartley also concurred.

Commission majority noted:

We reject the view that Peoples' [WLAN] interest, which we recognized in our decision to designate for hearing its application for construction permit, gives it standing to set aside this conditional authorization [to WGAL-TV]. As we stated in our memorandum opinion and order the decision of the Supreme Court in the *Ashbacker* case ". . . does not preclude the issuance in appropriate circumstances of a conditional authority to one of several mutually exclusive applicants pending determination of the hearing on their competing applications. Indeed, it specifically recognized that such grants might be issued. See *Ashbacker Radio Corp.* v. *FCC*, 326 U. S. 327." We also pointed out that the commission's rules specifically provide for the issuance of conditional authorizations where it appears that the public interest requires the prompt establishment of radio service in a particular community. (See Sec. 1.385-(a)(2) of the Commission's rules.)

The Supreme Court's decision in the *Ashbacker* case recognized, therefore, that in certain circumstances a grant of a competing application could be made prior to a hearing on both applications. In our view the Court's decision and the express exceptions promulgated pursuant thereto permit the issuance of a conditional authorization to one of several competing applicants, in appropriate circumstances, despite the possibility of prejudice to one of the applicants. We now reaffirm the statement made in our memorandum opinion and order of Sept. 16, that we will not give prejudicial, or indeed any, effect to the expenditure of funds which will be made by WGAL Inc., in the construction of a station on Channel 8 with minimum power in Lancaster. It must be pointed out, however, that the conditional authorization issued to WGAL Inc., was made in the light of exceptional circumstances. In our view if the mere expenditure of funds by WGAL Inc., would possibly result in prejudice to Peoples Broadcasting Co., such possibility of prejudice at a future date does not enable it to bar the interim use of that channel for a period which is expressly limited to the determination of the comparative proceeding on its application and [of] WGAL Inc.

Comr. Bartley said:

I concur in the result. The petition has not brought forward any new questions which were not considered when we ordered WGAL Inc. to shift from Channel 4 to Channel 8. This order does not affect the outcome of the comparative hearing which we have designated between WGAL Inc. and Peoples Broadcasting Co. If the public is to continue to receive service from a Lancaster station operation must be on Channel 8 instead of Channel 4. Due to the availability of increased power authority for other stations on Channel 4, it is necessary that Lancaster operation on Channel 4 be discontinued if the public receiving service from Lancaster is to continue to receive service pending conclusion of the comparative hearing.

Speed Up Plan Shows More Results

The Commission also reported last week that its notice of Oct. 30 announcing the grant of special temporary authority to KGMB-TV Honolulu to commence interim operation Dec. 1 on Channel 9 [B•T, Nov. 3] should have included notation of dissent by Chairman Paul A. Walker and Comr. Frieda B. Hennock.

John S. Booth, one-third owner and general manager of WCHA Chambersburg, Pa., and 50% owner of Elmira Television, reported it hopes to commence by March 1-15. RCA equipment has been ordered.

J. J. Flanagan, KITO president, estimated the new San Bernardino Channel 18 station will be on the air in 8 to 12 months depending upon DuMont equipment deliveries. Representative will be George P. Hollingbery Co.

J. A. Newborn Jr., Channel 21 grantee at Gadsden, reported he is seeking personnel and equipment for expected April commencement.

SCHOOL PACKAGE PLAN

Offered Educators

By LARRY CHRISTOPHER

WILL TV applicants in some major cities find themselves in comparative hearing before FCC with competitive applications from local educational institutions who propose "non-profit, semi-commercial" outlets?

Several colleges and universities in Miami, Cleveland and Washington were reported last week to have been presented proposals for such combined commercial-educational operation on regular commercial channels by Washington Associates Inc., a consulting firm in the nation's capital composed of persons associated with the radio-TV industry.

Although the specific proposal to different colleges and universities is understood to vary, this in substance is reported to be the plan.

Washington Associates proposes:

- Assist and participate in the formation of a non-profit corporation or foundation which will apply for the commercial channel in behalf of the university or college.
- Aid in obtaining all necessary funds to construct and operate such a station.
- Help prepare the foundation's application, including engineering, programming and other details. (The foundation would name legal counsel to prosecute the bid before the FCC.)
- Upon a grant, "erect and build any facilities required, furnish all personnel, undertake the programming of all entertainment programs, service all the sales efforts, both on a local and national scale, using where possible the personnel of the foundation."

At no time would the university incur financial obligation in the venture, it is pointed out, since the non-profit foundation would handle the construction through gifts or loans and the complete operation, including educational programs, would be sustained by the commercial program revenue. Network affiliation is contemplated.

For its services, it was reported, Washington Associates would receive "a negotiated service fee" yearly which would be based on gross sales, plus a "small charge" for expenses and overhead prior to final action by FCC on the application.

It was learned from several sources that the Ford Foundation would be approached for funds to help construct such stations.

Principals in Washington Associates includes President Franklin C. Salisbury, Washington attorney and onetime administrative as-

(Continued on page 88)

television grants and applications

Digest of Those Filed With FCC Oct. 31 through Nov. 6

Grants Since April 14:

	VHF	UHF	Total
Commercial	22	67	89
Educational	2	7	9
Total	24	74	93
Commercial television stations on the air	111[1]	1	112[1]

[1] Includes XELD-TV Matamoras (Mexico)-Brownsville.

Applications Filed Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	569	322	511	379	891[2]
Educational	18		4	14	18
Total	587	322	515	393	909[3]

[2] One applicant did not specify channel.

[3] Includes 98 already granted.

NEW STATION GRANTS

Listed by States

GADSDEN, Ala.—Jacob A. Newborn Jr. Granted uhf Ch. 21 (512-518 mc); ERP 22 kw visual, 11 kw aural; antenna height above average terrain 470 ft., above ground 150 ft. Engineering condition. Estimated construction cost $140,000, first year operating cost $96,000, revenue $128,500. Post Office address P. O. Box 1592, Beaumont, Tex. Studio and transmitter location 1200 Bellevue Drive, Gadsden. Geographic coordinates 34° 02′ 09″ N. Lat., 86° 00′ 06″ W. Long. Transmitter and antenna RCA. Consulting engineer McIntosh & Inglis, Washington. Sole owner is **Jacob A. Newborn Jr.**, president and 25% stockholder of Television Bcstrs. Inc., uhf Ch. 31 applicant at Beaumont, Tex.; president and 20% stockholder of Beaumont Savings & Loan Assn.; sole owner of San Marcos Laundry, San Marcos, Tex.; owner of real estate in Texas, Louisiana, Mississippi and Alabama, and board chairman of Industrial Research Foundation. [For application, see TV Applications, B•T, Oct. 6.] City priority status: Gr. A-2, No. 69.

SAN BERNARDINO, Calif. — KITO Inc. (KITO). Granted uhf Ch. 18 (494-500 mc); ERP 87 kw visual, 49 kw aural; antenna height above average terrain 3,680 ft., above ground 110 ft. Engineering condition. Estimated construction cost $179,821, first year operating cost $180,000, revenue $200,000. Post Office address 569 Fourth St., San Bernardino, Calif. Studio location 569 Fourth St. Transmitter location in San Bernardino Mountain Range. Geographic coordinates 34° 14′ 10″ N. Lat., 117° 14′ 42″ W. Long. Transmitter DuMont, antenna GE. Legal counsel H. G. Wall, San Bernardino. Consulting engineer Owen J. Ford. Principals include President **J. J. Flanigan** (49%), general manager of KITO; Vice President and Treasurer **H. G. Wall** (23%), now retired, but officer and 38% stockholder from 1942 to 1948 in WDSU New Orleans, La., and officer and 75% stockholder from 1938 to 1944 in WIBC Indianapolis, Ind., and Secretary **Margaret B. Wall** (28%). [For application and amendment, see TV Applications, B•T, Oct. 27, May 12.] City priority status: Gr. A-2, No. 64.

ELMIRA, N. Y.—Elmira Television. Granted uhf Ch. 24 (530-536 mc); ERP 58 kw visual, 29 kw aural; antenna height above average terrain 850 ft., above ground 431 ft. Engineering condition. Estimated construction cost $241,380, first year operating cost $200,000, revenue $275,000. Post Office address % Sayles & Evans, 415 E. Water St., Elmira, N. Y. Studio location Mark Twain Hotel. Transmitter location R.F.D. No. 1, Wellsburg, N. Y., 2.7 mi. south of Elmira city limits. Geographic coordinates 42° 01′ 51″ N. Lat., 76° 47′ 10″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include partners **T. K. Cassel** (50%), president and 99% owner of WDAD Indiana, Pa., sole owner of WATS Sayre, Pa., and 25.8% owner of WCHA Chambersburg, Pa.; and, **John S. Booth** (50%), vice president, general manager and 33% owner of WCHA, 45% owner of a real estate firm in Chambersburg and 45% owner of a farm and real estate development firm. [For application and amendment, see TV Applications, B•T, Sept. 1, June 30.] City priority status: Gr. A-2, No. 81.

WARREN, Ohio—The Warren Tribune Radio Station Inc. (WHHH). Granted uhf Ch. 67 (788-794 mc); ERP 80 kw visual, 43 kw aural; antenna height above average terrain 510 ft., above ground 514 ft. Engineering condition. Estimated construction cost $484,421, first year operating cost $175,000, revenue $150,000. Post Office address 108 Main St. Studio and transmitter location on SE corner at intersection of Ridge Road and Youngstown Road. Geographic coordinates 41° 13′ 07″ N. Lat., 80° 46′ 46″ W. Long. Transmitter and antenna GE. Legal counsel Miller & Schroeder, Washington. Consulting engineer John Creutz, Washington. Principals include President **Helen Hart Hulbert,** Secretary **Albert A. Chanson,** Treasurer **Michael S. Kuzmack** and Assistant Secretary **Mary Kathryn O'Conner. The Warren Tribune** owns 100% of stock in applicant. [For application and amendment, see TV Applications, B•T, Oct. 20, July 28.] City priority status: Gr. A-2, No. 80.

WICHITA FALLS, Tex.—White Television Co. Granted uhf Ch. 22 (518-524 mc); ERP 18.5 kw visual, 9.3 kw aural; antenna height above average terrain 480 ft., above ground 485 ft. Engineering condition. Estimated construction cost $275,000, first year operating cost $100,000, revenue $100,000. Post Office address 1507 Lamar, Wichita Falls. Studio and transmitter location ½ mi. west of city limits on Seymour Road. Geographic coordinates 33° 53′ 51″ N. Lat., 98° 32′ 44″ W. Long. Transmitter and antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer W. D. Buford, Lawton, Okla. Sole owner is **W. Earl White,** president and 16% owner of White's Auto Stores Inc., Wichita Falls. [For application, see TV Applications, B•T, July 7.] City priority status: Gr. A-2, No. 56.

LYNCHBURG, Va. — Old Dominion Bcstg. Corp. (WWOD). Granted uhf Ch. 16 (482-488 mc); ERP 100 kw visual, 57 kw aural; antenna height above average terrain 500 ft., above ground 553 ft. Engineering conditions. Estimated construction cost $166,835, first year operating cost $60,000, revenue $60,000. Post Office address P. O. Box 918, Lynchburg. Studio and transmitter location Route 501, 0.3 mi. NW of Lynchburg city limits. Geographic coordinates 79° 12′ 44″ N. Lat., 37° 26′ 27″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Fisher, Wayland, Duval & Southmayd, Washington. Consulting engineer George E. Gautney, Washington. Principals include President **D. H. Dillard** (42.2%), Vice President **P. G. Dillard** (17.8%), E. S. **Dillard** (17.8%) and **W. H. Buruss** (5.6%). [For application, see TV Applications, B•T, Sept. 1.] City priority status: Gr. A-2, No. 85.

COLOR TV TEST

WNBT (TV) New York City—NBC. Granted Special Temporary Authority to use WNBT (TV) as experimental station with call letters KE2XJV, for purpose of testing RCA color television system from Nov. 10 to Nov. 26, 1952. Operation to be limited to not more than 15 minutes daily, Monday through Friday, betwen 9 a.m. and 12 noon, and to be in accordance with Sec. 3.666 of Commission's Rules. Test report to be issued by Jan. 15, 1953.

NEW APPLICATIONS

Listed by States

MESA, Ariz. — Harkins Bcstg. Inc. (KTYL), vhf Ch. 12 (204-210 mc); ERP 26.9 kw visual, 13.45 kw aural; antenna height above average terrain 402 ft., above ground 400 ft. Estimated construction cost $326,826, first year operating cost $100,000, revenue $135,000. Post office address Box 885, Mesa, Ariz. Studio and transmitter location 1 mi. west of Mesa city limits on south side of U. S. 80, at site of KTYL (AM). Geographic coordinates 33° 24′ 48″ N. Lat., 111° 52′ 35″ W. Long. Transmitter DuMont. Principals include President **Harry L. Nace Jr.,** Vice President **Harry L. Nace** (53.72%), Secretary **Dwight Harkins** (35.86%) and Treasurer **Lorenzo K. Lisonbee** (10.42%). Applicant also is licensee of KCLF Clifton, Ariz., and applicant for new AM station in Yuma, Ariz. [see FCC Roundup, B•T, Oct. 27]. City priority status: Gr. B-3, No. 178.

OAKLAND, Calif.—Channel Two Inc., vhf Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,280 ft., above ground 212 ft. Estimated construction cost $683,200, first year operating cost $840,000, revenue $960,000. Post Office address 1516 Central Bank Bldg., Oakland 12, Calif. Studio location 20th and Broadway. Transmitter location 15 mi. SW of Oakland, Calif., or 7¾ mi. SSW of downtown San Francisco, on San Bruno Mtn., adjacent to KNBC-FM and KRON-TV San Francisco transmitter locations. Geographic coordinates 37° 41′ 19″ N. Lat., 122° 26′ 07″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Stoddard P. Johnston** (50%), vice president of KFMB-AM-TV San Diego, Calif.; Vice President **Ingraham Reed** (5%), vice president of Maloney, Regan & Schmidt (advertising), San Francisco, and ten other minority stockholders. City priority status: Gr. B-5, No. 212.

LAKE CHARLES, La. — Southland Telecasters, uhf Ch. 25 (536-542 mc); ERP 19.86 kw visual, 10.72 kw aural; antenna height above average terrain 330 ft., above ground 348 ft. Estimated construction cost $177,500, first year operating cost $120,000, revenue $120,000. Post Office address P. O. Box 30, Baton Rouge, La. Studio and transmitter location SE corner of Ryan and Jackson Streets. Geographic coordinates 30° 14′ 22″ N. Lat., 93° 12′ 58″ W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer George E. Gautney, Washington. Principals include **Charles W. Lamar** (now 100%), majority owner of Lamar Adv. Co., Baton Rouge, and subscriber to minority stock interest of WAFB Baton Rouge, contingent on grant of application for new TV station, and **T. E. Gibbens,** vice president, manager and minority stockholder of WAFB. (Net profits of partnership will be shared in ratio of 75% to Mr. Lamar and 25% to Mr. Gibbens; after Mr. Lamar has withdrawn in profits an amount equal to his capital contribution to partnership, assets of partnership will be owned 75% by Mr. Lamar and 25% by Mr. Gibbens.) City priority status: Gr. A-2, No. 103.

LANSING, Mich.—Lansing Bcstg. Co. (WILS), uhf Ch. 54 (710-716 mc); ERP 25.6 kw visual, 12.8 kw aural; antenna height above average terrain 375 ft., above ground 390 ft. Estimated construction cost $105,254, first year operating cost $280,000, revenue $300,000. Post Office address 407-11 North Washington St., Lansing 30, Mich. Studio and transmitter location Olds Tower Bldg., Capitol Ave. and Allegan St. Geographic coordinates 42° 43′ 57″ N. Lat., 84° 33′ 15″ W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **W. A. Pomeroy** (26.92%), Vice President **O. D. Campbell** (4.25%), Vice President **Edwin L. Byrd** (17.1%), Secretary-Treasurer **John C. Pomeroy** (26.92%), **Miriam Byrd** (17.1%), **Laura E. Campbell** (4.25%), **Bessie M. Pomeroy** (18.8%) and six other minority stockholders. City priority status: Gr. B-2, No. 147.

FAYETTEVILLE, N. C.—Cape Fear Bcstg. Co. (WFNC), uhf Ch. 18 (494-500 mc); ERP 17.9 kw visual, 9.9 kw aural; antenna height above average terrain 299 ft., above ground 265 ft. Estimated construction cost $144,500, first year operating cost $100,000, revenue $105,000. Post Office address P. O. Box 1230, Fayetteville, N. C. Studio location 114½ Anderson St., Fayetteville. Transmitter location on north side of Bragg Blvd., 0.75 mi. NW of Fayetteville city limits at transmitter location of WFNC-AM-FM. Geographic coordinates 35° 04′ 46″ N. Lat., 78° 55′ 58″ W. Long. Transmitter and antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Theodore K. Weyher** (24.7%), freight agent of Atlantic Coast Line Railroad at Dade County, Fla.; Vice President **Victor W. Dawson** (16.9%), manager of WFNC-AM-FM; **John G. Dawson** (33.8%), Kinston (N. C.) attorney, and **Mary C. Weyher** (24.7%), wife of Theodore K. Weyher. City priority status: Gr. A-2, No. 134.

FAYETTEVILLE, N. C. — Rollins Bcstg. Inc. (WFAI), uhf Ch. 18 (494-500 mc); ERP 212.4 kw visual, 112.4 kw aural; antenna height above average terrain 478 ft., above ground 551 ft. Estimated construction cost $264,340, first year operating cost $150,000, revenue $175,000. Post Office address Moore Bldg., Rehoboth, Del. Studio and transmitter location between Ramsey and North St., just inside city limits. Geographic coordinates 35° 04′ 27″ N. Lat., 78° 52′ 52″ W. Long. Transmitter and antenna GE. Legal counsel M. R. Barnes, Washington. Consulting engineer G. R. Chambers, Rehoboth Beach, Del. Principals include **John W. Rollins** (62.5%), **O. Wayne Rollins** (33.3%) and **Katherine E. Rollins** (4.2%). Applicant also is licensee of WRAD Radford, Va., WRAP Norfolk, Va., and WJWL Georgetown, Del.; applicant for new TV station in Dover, Del. [TV Applications, B•T Nov. 3], and new AM stations in Roanoke, Va., and Dover, Del. City priority status: Gr. A-2, No. 134.

AMARILLO, Tex.—The Texan Telecasting Co., vhf Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 832 ft., above ground 813 ft. Estimated construction cost $626,946, first year operating cost $173,000, revenue $194,000. Post Office address 1532 Life of America Bldg., Dallas. Studio location 504 Harrison St. Transmitter location 3.9 mi. north of Amarillo on Wild Cherry St., 0.9 mi. east of Western Ave. Geographic coordinates 35° 17′ 35″ N. Lat., 101° 52′ 01″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Maurice R. Barnes, Washington. Consulting engineer Robert M. Silliman, Washington. Sole owner of applicant is **Mrs. Loula Mae Harrison,** president and principal stockholder of Prairie Oil & Gas Co., owner of L. C. Harrison Oil Co., Dallas, and until March 1951 licensee of KLWN Lawrence, Kan. City priority status: Gr. A-2, No. 47.

SAN ANGELO, Tex.—Westex Television Co. (KTXL), vhf Ch. 8 (180-186 mc); ERP 10.9 kw visual, 5.45 kw aural; antenna height above average terrain 419 ft., above ground 443 ft. Estimated construction cost $165,000, first year operating cost $222,000, revenue $250,000. Post Office address 1901 W. Beauregard St., San Angelo. Studio and transmitter location on SE corner of intersection of Texas Ave. and Armstrong St. Geographic coordinates 31° 29′ 29″ N. Lat., 100° 26′ 03″ W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include general partners (50% each) **Armistead D. Rust,** president of KTXL and mayor of San Angelo, and **B. P. Bludworth,** owner of Brownwood (Tex.) Poster

TV CALL LETTERS

FCC assigned the following call letters to TV station permittees:

KUSC-TV Los Angeles, Calif. (U. of Southern California, Allan Hancock Foundation, uhf Ch. *28); **WFMD-TV Frederick, Md.** (The Monocacy Bcstg. Co., uhf Ch. 62); **WKAR-TV East Lansing, Mich.** (Michigan State Board of Agriculture, uhf Ch. 60); **KFEQ-TV St. Joseph, Mo.** (KFEQ Inc., vhf Ch. 2); **KFOR-TV Lincoln, Neb.** (Cornbelt Bcstg. Corp., vhf Ch. 10); **WETV (TV) Raleigh, N. C.** (Sir Walter Television & Bcstg. Co., uhf Ch. 28); **KFDA-TV Amarillo, Tex.** (Amarillo Bcstg. Co., vhf Ch. 10); **KEPO-TV El Paso, Tex.** (KEPO Inc., vhf Ch. 13), and **KAMI-TV Honolulu, T. H.** (Radio Honolulu Ltd., vhf Ch. 11).

Service Co., 50% owner of Mid-West Co. (outdoor advertising), Abilene, Tex., 50% owner of Bludworth & Neiswanger (oil production) and vice president of KTXL. City priority status: Gr. A-2, No. 77.

SACRAMENTO, Calif.—Cal Tel Co. (Ashley L. Robison and Frank E. Hurd, formerly d/b as KAA-TV Co.), uhf Ch. 40 (626-632 mc); ERP 234 kw visual, 120 kw aural; antenna height above average terrain 1,384 ft., above ground 391 ft. Estimated construction cost $442,000, first year operating cost $366,720, revenue $390,000. Studio location to be determined. Transmitter location 10 mi. west of Placerville, atop Pine Hill. Geographic coordinates 38° 43′ 11″ N. Lat., 120° 59′ 21″ W. Long. Transmitter and antenna GE. [For earlier application, see TV APPLICATIONS, B•T Oct. 13]. City priority status: Gr. A-2, No. 11.

SACRAMENTO, Calif.—Maria Helen Alvarez, uhf Ch. 40 (626-632 mc); ERP 265 kw visual, 138 kw aural. Estimated construction cost $505,186, first year operating cost $510,000, revenue $550,000. Sole owner of applicant is **Maria Helen Alvarez,** owner of 50% voting interest in KOTV (TV) Tulsa, Okla., 50% owner of Superior Television Co., applicant for new TV station in Corpus Christi, Tex., and 25% owner of Wrather, Hill & Alvarez, applicant for new TV station in Little Rock, Ark. [For earlier application, see TV APPLICATIONS, B•T, July 28.] City priority status: Gr. A-2, No. 11.

BATON ROUGE, La.—Baton Rouge Bcstg. Co. (WJBO), vhf Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 424 ft., above ground 478 ft. Estimated construction cost $421,388, first year operating cost $289,063, revenue $345,000. Post office address is 444 Florida St., Baton Rouge. Studio and transmitter location on Roosevelt Road in East Baton Rouge Parish, site of WJBO (AM). Geographic coordinates 30° 25′ 25″ N. Lat., 91° 10′ 30″ W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Millard M. Garrison. (Change from Ch. 10.) [For application, see TV APPLICATIONS, B•T, July 7.] City priority status: Gr. A-2, No. 19.

MERIDIAN, Miss.—Mississippi Bcstg. Co. (WCOC), uhf Ch. 30 (566-572 mc); ERP 210.5 kw visual, 105.2 kw aural; antenna height above average terrain 500 ft., above ground 251 ft. Post office address is Threefoot Bldg., Meridian, Miss. Studio location Threefoot Bldg., Meridian. Transmitter location about 2 mi. south of Meridian on U. S. 45. Geographic coordinates 32° 19′ 40″ N. Lat., 88° 41′ 28″ W. Long. Transmitter and antenna RCA. Consulting engineer Fred O. Grimwood & Co., St. Louis. (Change from Ch. 11.) [Filed July 16.] City priority status: Gr. A-2, No. 101.

EXISTING STATIONS

Changes Requested

WAFM-TV BIRMINGHAM, Ala.—The Television Corp. (formerly Voice of Alabama Inc.). Change ERP to 316 kw visual, 189.6 kw aural.

KECA-TV LOS ANGELES, Calif.—American Bcstg. Co. Change ERP to 155 kw visual, 77.5 kw aural.

WKNX-TV SAGINAW, Mich.—Lake Huron Bcstg. Corp. Mod. CP (which authorized new TV station) to change ERP to 18.8 kw visual, 12.6 kw aural. Antenna height above average terrain 441 ft.

WPIX (TV) NEW YORK CITY—WPIX Inc. Change to 85 kw visual, 43 kw aural.

WNBK (TV) CLEVELAND, Ohio—National Bcstg. Co. Mod. CP (which authorized changes in existing station) to change ERP to 100 kw visual, 50 kw aural.

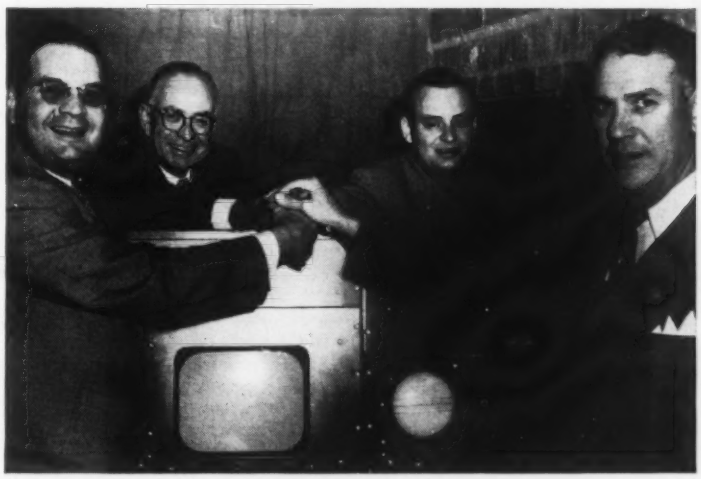
WHUM-TV READING, Pa.—Eastern Radio Corp. Mod. CP (which authorized new TV station, as mod.) to move studio location to Skyline Drive on Mount Penn, Lower Alsasce Township, Pa.

WSEE-TV RIVERTON, R. I.—New England Television Inc. Mod. CP (as mod., which authorized new TV station) to change ERP to 85.1 kw visual, 47.9 kw aural.

WSLS-TV ROANOKE, Va.—Roanoke Bcstg. Corp. Mod. CP (which authorized new TV station), to change ERP to 252 kw visual, 126 kw aural. Change studio location to Shenandoah Life Insurance Bldg.

Hooper Signs Seven

SEVEN new subscribers to the new TV-Area Hooperatings, bringing the total list to 24, were announced last week by C. E. Hooper Inc. The 40-city TV reports issued by the firm started this month. New subscribers are: Carter Products, Campbell-Mithun, Fitzgerald Adv. Agency, Gardner Adv. Co., Kudner Inc. agency, Ruthrauff & Ryan and Tatham-Laird.



W. D. (Dub) Rogers (l), president, KDUB-TV Lubbock, Tex., slated to go on the air Thursday, is congratulated by (l to r) A. L. Lott Sr., member of the board of directors, Texas Telecasting Inc., KDUB-TV owner-operator; W. W. Conley, secretary-treasurer, and Vernice Ford, vice president of the firm.

KDUB-TV DEBUT

Operation Begins Thursday

KDUB-TV Lubbock, first post-freeze TV station in Texas, will begin commercial telecasting Thursday, W. D. (Dub) Rogers, president-general manager, announced last week.

Amid gala opening ceremonies, the station is to go on the air with a live program originating from in front of the Lubbock National Bank Bldg. where KDUB-TV has temporary studios. A temporary KDUB-TV tower stands atop the bank building.

Mr. Rogers explained that the permanent KDUB-TV building will be completed about March 1. A 1,000-ft. tower is now under construction.

Set owners within a 15-20 mile range of Lubbock are expected to be able to receive KDUB-TV programs with the present tower. When the permanent tower is in operation, Mr. Rogers estimated that residents within 50-60 miles will be able to receive KDUB-TV programs. The station is affiliated with CBS-TV and will operate on vhf Ch. 13.

John Hicks will serve as program manager and, for the time being, as film director. Mr. Hicks formerly was assistant program manager of KEYL (TV) San Antonio.

Mr. Rogers added that he hoped to be able to announce names of those who will fill the posts of commercial manager and chief engineer by last Friday.

WROV-TV to ABC-TV

AFFILIATION of WROV-TV Roanoke, Va., with ABC-TV, effective Dec. 15, when station goes on the air, was announced Wednesday by Alfred R. Beckman, ABC's national director of radio and TV station relations department. Addition of WROV-TV will increase number of ABC-TV affiliates to 68.

WROV-TV is owned by Radio Roanoke Inc., which operates WROV-AM. New video outlet will operate on Ch. 27 with 104.7 kw visual power and 62.6 kw aural power. General manager is Frank Koehler.

TV HEARINGS

Mt. Hood Seeks Amendment

HOMES have been mortgaged, savings accounts tapped and other financial sacrifices undertaken by two dozen employes of KOIN Portland, Ore., in their effort to retain "family" ownership of the Channel 6 applicant by purchase of a 43.5% stock interest relinquished by Ralph E. Stolkin, Edward G. Burke Jr. and Sherrill C. Corwin.

FCC was petitioned last week by Mount Hood Radio and Television Broadcasting Corp., KOIN licensee, for consent to amend the Portland TV application in order to show the withdrawal of the Stolkin group. Messrs. Stolkin, Burke and Corwin also are giving up their 43.5% in KJR Seattle.

This development is the second instance in the Portland television hearings of principals withdrawing from an applicant. Earlier, Walter J. Stiles Jr., general manager and minority stockholder in Oregon Television Inc., Channel 12 applicant, resigned for unexplained "personal reasons" just days before he was scheduled to take the witness stand [B•T, Oct. 27].

Mr. Stolkin and two other associates withdrew a fortnight ago from the presidency and directorships of RKO Pictures Corp., following a series of articles in the *Wall Street Journal* concerning their earlier business activities [B•T, Oct. 27]. These included punchboard distribution and mail-order sales and were reported also to have involved Federal Trade Commission citations and Better Business Bureau complaints.

Messrs. Burke and Corwin, who also were members of the original five-man Stolkin group purchasing the Howard Hughes' $7 million holding in RKO in September [B•T, Sept. 29], remain on the RKO board, it was reported.

Relinquishment of the 43.5% holdings of Messrs. Stolkin, Burke and Corwin in both KOIN and KJR was announced by Theodore R. Gamble, himself 43.5% owner of the two stations and chairman of their boards.

In the KOIN transaction, the stock is sold to the corporation for $65,250, its par value and the sum for which it was acquired by the Stolkin group. The present seven officer-stockholders and the 24 other employes of KOIN who are involved purchase additional and new stock from the corporation in like amount and also provide a total of $550,000 to liquidate obligations due Marshall Field, former principal owner of the station.

Among the employes who become stockholders are Louis Bookwalter, director of engineering; Byron Paul, transmitter supervisor; Les Halpin, news director; Owen (Red) Dunning, music director; William Mears, production manager; Benjamin Wold, director of copyright and copy clearance; and Duncan McLeod, chief announcer.

General Manager Harry H. Buckendahl, vice president and 3% owner, increases his holding to 11.75%. Program Manager Ted W. Cooke, director and 2% owner, becomes vice president and increases his holding to 2.6%.

Mr. Gamble, upon FCC approval, personally will take over the Stolkin group's stock in KJR, thus increasing his interest to 87%. Par value of $65,250 will be paid. KJR's licensee, Mt. Rainier Radio and Television Corp., which seeks Channel 7 at Seattle, has renegotiated the note of $650,000 due Marshall Field in August 1953, extending the obligation for a five-year period.

Mr. Gamble and his associates acquired KOIN and KJR from Mr.

(Continued on page 94)

Full Station Coverage at Local Level

(Continued from page 28)

New Jersey and Delaware, both for five minutes of each half hour, beginning at 8:25 p.m. WFIL-TV coverage was sponsored by American Oil Co., through Joseph Katz agency, with John Corcoran as key man before the cameras to analyze trends. Election returns were relayed from the *Philadelphia Inquirer* to a WFIL-AM-TV news desk headed by Donald P. Kahn. WFIL-AM coverage was sponsored by Philadelphia Saving Fund Society, through Gray & Rogers agency, with Charles Harrison heading election returns airing. Radio and TV newsmen were stationed at various political headquarters to report activities.

WIP Philadelphia and the American Legion, co-operating with MBS and American Heritage Foundation, conducted a pre-election get-out-the-vote drive Oct. 30 with citizens turning on their porch lights that evening to signify intentions to vote.

Boston Stations

In Boston, WEEI opened an all-night session at 6:30 p.m., Tuesday, headed by Charles Ashley, who furnished CBS with Massachusetts voting returns.

WBZ-AM-TV Boston started its reporting at 8 p.m. on radio and 9 p.m. on TV, with both breaking away from NBC twice hourly to report on local and Massachusetts results. Ken Mayer headed radio reporting and John Taylor, Boston newspaperman, reported for TV, with Arch McDonald reporting on both media.

WNAC-TV Boston preceded its election coverage on Nov. 1 by demonstrating "How to Use Voting Machines" in an afternoon program.

In Hartford, Conn., WDRC combined with the Hartford *Times* and the latter's WTHT there to bring listeners fast and complete returns in an agreement between Francis S. Murphy, *Times* publisher, and Franklin M. Doolittle, WDRC president. Compilations gathered in the *Times* newsroom were broadcast simultaneously on both stations, to mark the first time such a plan has been tried in Hartford.

In Bridgeport, WICC maintained five pickup points, with WICC studios as the main control center for election coverage. Philip Merryman, president and general manager, and Manning Slater, vice president in charge of sales, presented commentaries on trends and results, with assistance from J. Kenneth Bradley and Benjamin Leipner. The four remote points, quarters of candidates, were covered by Jim Elliott, Bob Crane, Wallie Dunlap and Dave Bond. President Merryman was Connecticut reporter for MBS, with direct feeds to the network.

In Washington, WWDC-AM-FM coverage started at 7 p.m. with Ken Evans heading returns from nearby Montgomery and Prince Georges Counties in Maryland, and Alexandria, Arlington and Fairfax County in Virginia each half hour, with Phillips radio and TV sponsoring this coverage.

In Nation's Capital

WRC and WNBW(TV) Washington stationed special crews in the *Times Herald* city room to report on Maryland and Virginia voting twice hourly, starting at 8:25 p.m. on WRC, with Dave Van Sothen and Kennedy Ludlam airing returns, and at 9:35 on WNBW (TV), with Earl Godwin and Ray Michael using master charts.

WOL Washington started Maryland and Virginia coverage at 7 p.m., co-operating with WGAY Silver Spring, Md., to bring Maryland results from WGAY newsmen Ernie Tannen, Chuck Dulane and Val Thomas four times each hour, and stationing its own newsmen at election headquarters in Arlington. WOL national returns were aired by WOL newsmen Gene Berger, Joseph C. Harsch, George Crawford and George Campbell. Entire coverage was sponsored by Bradbury Homes.

Phillip's, Washington TV and appliance chain, purchased local three- and five-minute cut-ins on WTOP-TV WMAL-TV WWDC WMAL WOOK and WTOP to bring election coverage. Using a Parade of Progress theme for its sixth anniversary, Phillip's employed institutional themes to climax its month-long "Vote With Phillip's" promotion, planned by its agency, Cohn & Miller, to give voteless Washingtonians a chance to express Presidential preferences.

WOOK served as flagship for election returns to seven stations owned and operated by the United Broadcasting Co. It aired results from 9 p.m. to 6 a.m. the following day, with Graeme Zimmer, Richard Eaton and Gene Miller handling remote reports.

WBAL-TV Baltimore, Md., used films taken throughout the day at Republican and Democratic headquarters, with processing handled at Pimlico Race Track and rushed back to the studio. Tote boards supplied by American Totalisator Co. were used to flash vote totals on TV screens, either as super-impositions over network programs or for straight effect on live segments. Station claimed exclusive interviews and thorough on-the-spot coverage throughout night.

WCHS Charleston, W. Va., remained on the air until 4:30 a.m. to report on results involving state offices won by the Democrats in carrying West Virginia. Station broadcast from the news room of the *Charleston Daily Mail* with coverage by Mort Cohn, program director, and Ross Edwards, news editor, among others.

Crosley Combination

In Ohio, the Crosley TV stations, WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton, combined forces to bring election returns. Direct pickups were made by WLWT from Columbus election points via WLWC, with switches to WLWD. More than 100 WLWT members worked at election headquarters in its studio B, with direct communications to candidates' and political headquarters locally, in Louisville and Indianapolis, and to Cincinnati newspapers. WLWT newsmen were headed by Peter Grant, assisted by Glenn Wilson, Bob Provence, Dallas DeWeese, Barry Lake, Howard Chamberlain and John Baker, with Terry Flynn in charge of the central news desk.

A special Hooper coincidental rating conducted in Cincinnati election night indicated WLWT (TV) had a 54.8% share of audience there, the two other outlets receiving 28.6% and 16.6%, respectively, with a reported 66.8% of sets in use, according to WLWT officials, who said the 9-11 p.m. compilation represented the most extensive coverage in the station's history.

WLWC (TV) Columbus coverage was headed by Gene Ragle, program director, with production by Walter Jacobs, production manager, and Bill Hindman and Dick Mall at microphones.

Cleveland Coverage

In Cleveland, WGAR began local coverage with hourly five-minute broadcasts at 8:25 p.m., with Charles Day coordinating all results and Jack Dooley supplying hourly five-minute reports from Columbus, assisted by Don Hyde. At telephones in various headquarters were Bob Forker, Glenn Gilbert, Tom Armstrong and Bob Smith.

In Steubenville, Ohio, WSTV on election day celebrated its 12th birthday with pre-election promotion featuring a get-out-the-vote campaign.

In Oklahoma City, WKY-AM-TV coverage was headed by Grant Foster, who said the stations' local staffs plus those of its parent company, Oklahoma Publishing Co., made complete returns possible. WKY local radio coverage was sponsored by Oklahoma Tire & Supply Co., with Southwest Radio & Equipment Co. purchasing WKY-TV local cut-ins while NBC had the cable, and Walter E. Allen, local auto dealer, doing the same, while CBS had the cable. The election airing had followed a comprehensive get-out-the-vote campaign by both AM and TV facilities.

At Milwaukee, WTMJ-TV aired a "Barber Poll" feature during the 10-day period before the election with announcer Lloyd Pettit sam-

Campaign Costs

SEN. Ernest W. McFarland (D-Ariz.), Senate Majority Leader and Chairman, Commerce Communications Subcommittee, defeated in last week's election, siphoned nearly 25% of his campaign money into radio broadcasts, according to a report filed with the Secretary of the Senate. Sen. McFarland reported he paid $1,913.50 to KTAR Phoenix, Ariz., out of total expenditures of $4,263. Rep. Albert Gore. who defeated Sen. Kenneth McKellar for the Tennessee Democratic Senatorial nomination, reported payment of $683.35 as half the cost of a statewide radio broadcast, listing expenses of $883.35.

DEWEY TELETHON

Faces WOR-TV Cameras 6¾ Hours on Election Eve

GOV. Thomas E. Dewey of New York conducted a marathon campaign on behalf of Gen. Dwight D. Eisenhower for a total of 6¾ hours out of 18 on WOR-TV New York on election eve.

His performance paralleled his 18-hour stint on WOR-TV in 1950 when he was seeking re-election as Governor of New York [B•T, Nov. 13, 1950].

* * *

GOV. DEWEY before WOR-TV cameras.

Starting at 6 a.m., Gov. Dewey appeared at least 15 minutes of every hour, except for a dinner break, until 9:45 p.m., after which he remained on the air until midnight. He replied to telephoned and telegraphed questions, quoted Gen. Eisenhower's stand on major issues and introduced such guests as Mrs. Wendell Willkie, Mrs. Fiorello H. LaGuardia, Clare Boothe Luce and John Roosevelt.

The marathon stint represented a 1¾-hour expansion of the original plan, which was to have Gov. Dewey on camera for a total of five hours between 6 a.m. and 10 p.m. [B•T, Nov. 3]. The appearances were sponsored by the New York State Republican Committee on behalf of Citizens for Eisenhower.

XUM

pling opinions on tape for his 6 p.m. newscast.

In Eau Claire, Wis., WEAU spurred voting by offering its announcers for carrying voters for registration, providing baby sitters, notarizing registrations for shut-ins and promoting a contest between the twin cities of Eau Claire and Chippewa Falls in which the mayor of the city with the greatest voting pressure would be pushed down the street in a wheelbarrow by the mayor of the losing city. The two mayors were given one minute per hour of WEAU time on election day to urge voting and a WEAU-contrived peephole sign placed to attract the curious urged them to exercise their voting rights.

Denver Service

In Denver, KFEL local and state coverage, sponsored by Albany Hotel and Albany Services, featured special crews flashing returns from party headquarters and the Election Commission, plus interviews. KFEL also fed returns to MBS for Wyoming, New Mexico and Arizona.

KLZ Denver local and regional coverage was conducted by a 30-man team headed by Sheldon Peterson, supplying information from the Election Commission and state party headquarters. The KLZ mobile unit claimed a scoop with an interview of Sen. Ed. Johnson, who, the station maintained, was the first nationally ranking Democrat to concede a Republican landslide.

In California, Irwin Co., Beverly Hills, made deals with six sponsors for coverage of election returns in the Los Angeles area: KNXT (TV), Westinghouse Electric Supply Co.; KTLA (TV), Apple Valley Bldg. & Development Co., Apple Valley; KECA, Union Auto Service; KFWB, Tri-City Nash; KLAC, Grimes Stationery Co., Los Angeles, and Beverly Hills Transfer & Storage Co., Beverly Hills.

Bay Area Balloting

In San Francisco, KSFO's five-man staff flashed news, returns, trends and interviews beginning at 5 p.m. The five were Bob Hansen, Bob Colvig, Frank Allan, Bill Heyward and Bob Bovard. Behind them was an election night staff of 54, maintaining graphs and charts, compiling statistics, spotting trends and arranging interviews. The station installed special high speed teletypes from several points over the country.

KCBS San Francisco began its coverage at 6 p.m., according to Arthur Hull Hayes, general manager and CBS vice president. Bill Nietfeld headed most of the KCBS staff in airing local results twice hourly. Newsmen on various area assignments were Don Mozley, Carroll Hansen, Gordon Roth and Bill Bradley.

KNBC San Francisco started coverage at 5 p.m., with five-minute newscasts twice hourly devoted to California election returns aired by Henry Schacht and Joe Gillespie and Bob Letts analyzing vote trends. KNBC state coverage was under direction of Bill Cothran. On the KNBC schedule of election night activities were interviews with northern California political figures.

In Portland, Ore., KGW climaxed with election coverage three months of informing voters on Oregon issues via its weekly *Freedom Forum*, in which some of the state's top political figures participated. Oregon returns election night were handled by KGW with facilities of the Portland *Oregonian*, in addition to local coverage every half-hour. Danny Kaye, stage-screen-TV star, aired some returns, spiced with humor, from Portland's Paramount theatre via KGW.

CBS-TV fed a dress rehearsal plan of coverage last Monday afternoon by closed circuit to West Coast stations. Stations along the intercity relay route were allowed to cut in.

NLRB Hearing Set

NATIONAL Labor Relations Board hearing on the petition of Television Writers of America to be the bargaining agent for Hollywood writers with live and film television network shows, tentatively has been set for Nov. 24 with Los Angeles Field Examiner Norman Greer presiding. Contesting TWA are Screen Writers Guild and Authors League of America which already have negotiated agreements with the networks in New York.

Network Reporting at New High

(Continued from page 27)

with "corrective factors," to conform more nearly with pre-election polls, with the result that Univac shortly was predicting a 24-24 division of the states.

CBS newsman Edward R. Murrow scored a beat on Univac with his 10:30 forecast that Gen. Eisenhower had been elected—at which time the machine was giving 8-7 odds on Gov. Stevenson. When statisticians returned to feeding Univac unadjusted data, spokesmen said, Univac soon responded with 100-to-1 odds on the General, confirming Mr. Murrow's non-electronic prediction.

NBC, whose Radio City Studio 8-H coverage was watched by an audience of approximately 1,000 invited guests, reported better luck with its electronic "brain," which goes by the name of Monrobot and which, the network said, predicted Gen. Eisenhower's election three hours before Gov. Stevenson conceded defeat at about 1:30 a.m.

NBC-TV did experience at least one embarrassment, however. In a switch to the West Coast for a pickup on Vice President-Elect Nixon, NBC screens suddenly and somewhat startlingly began to display the "eye" that is the station identification of CBS-TV, which happened to be supplying the feed to the West Coast at the moment.

ABC-TV also experienced an unscheduled development, when an Amoco-sponsored local cut-in on WJZ-TV New York appeared, briefly, on West Coast screens as well.

Overall, however, the coverage by all networks, radio and television, was characterized as smooth, efficient, and accurate. Highlights, by network:

NBC

Some 300 commentators, reporters, technicians and general staff members, operating under News and Special Events Manager William R. McAndrew, provided six hours of TV reportage starting at 9 p.m. and six hours and 20 minutes of radio coverage which commenced at 8 p.m., all under sponsorship of Philco at an estimated sponsorship cost of about $2.5 million for this and the conventions.

A total of 25 commentators were heard and/or seen from NBC's headquarters in New York, Stevenson headquarters in Springfield as well as Gen. Eisenhower's in New York, and from Boston, Washington, Chicago, Detroit, Cleveland, Los Angeles and elsewhere. The network said Gov. Stevenson himself followed the returns on NBC-TV via a special two-hop microwave relay into Springfield.

Bill Henry served as moderator for the television coverage, with John Cameron Swayze reporting on the Presidential race and Ned Brooks and Richard Harkness on the Congressional and Gubernatorial contests. NBC-TV stations gave local results on a half-hourly basis, and pickups were made from cities across the nation at least once an hour.

Joseph Meyers supervised radio reports, which featured Merrill Mueller, George Hicks, Bob Murphy, H. V. Kaltenborn, Bill Chaplin, Kenneth Banghart, Ray Henle, Bill Fitzgerald and Bill Sprague. Mr. Kaltenborn appeared on both radio and television, as did public opinion analyst Elmo Roper. Morgan Beatty reported calculations and predictions of the Monrobot "brain" throughout the night.

NBC employed seven TV cameras and 50 microphones at its New York headquarters alone and claimed a number of "firsts" and "exclusives," including a 10:45 p.m. interview in which James A. Farley, one-time Democratic committee chairman and national strategist, conceded a Republican landslide.

NBC-TV's early-morning *Today* program presented a special round-up of election developments on Wednesday morning, including filmed highlights from the preceding night and analyses by correspondents in the U. S. and abroad.

CBS

CBS radio and television coverage, bought by Westinghouse as part of a reported $3 million package which included the convention, a get-out-the-vote campaign, and the elections, was under the direction of News and Special Events Directors Wells Church for CBS Radio and Sig Mickelson for CBS-TV.

Robert Trout, who spent 102½

(Continued on page 112)

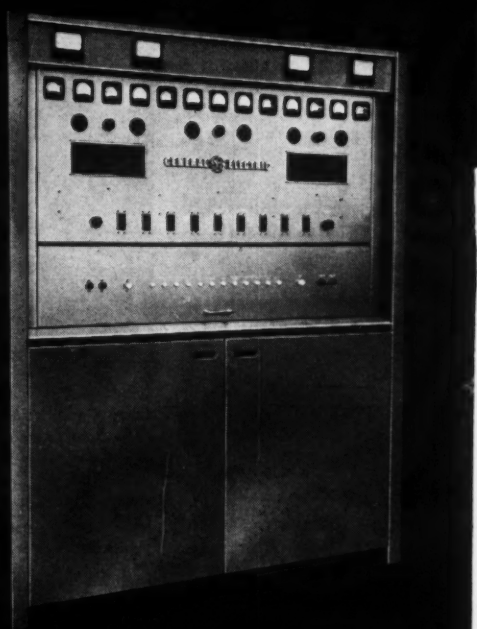
CONFERRING before one of 14 telecasts aired by WABD (TV) New York from the city room of the *New York Journal-American* are: (standing, l to r): Paul Schoenstein, *Journal-American* city editor; Leslie Gould, *Journal-American* financial editor; David Lowe, who directed the proceedings for DuMont; *Journal-American* Publisher William Randolph Hearst Jr. (leaning), and Howard Rushmore, the paper's expert on communist activities. Seated: John Madigan, political editor, the *Chicago Herald-American;* Sanford E. Stanton, political writer, *Journal-American;* and Frank Conniff, *Journal-American* columnist.

G-E OFFERS COMPLETE

and all equipment required

1 KW UHF... New General Electric 1 kw UHF Television Transmitter. Designed to provide an ERP of 201-kw or more when used with a G-E high gain helical antenna on any UHF channel. Features space-saving ceramic seal tubes.

CERAMIC SEAL TUBES Developed for UHF TV. Design permits low power loss ... greater reliability.



100-WATT UHF—Complete low cost General Electric transmitter provides adequate community service. Will operate to drive high power TV amplifiers for maximum ERP requirements. Also features *single crystal stability*, air cooling, and low cost tube complement.

XUM

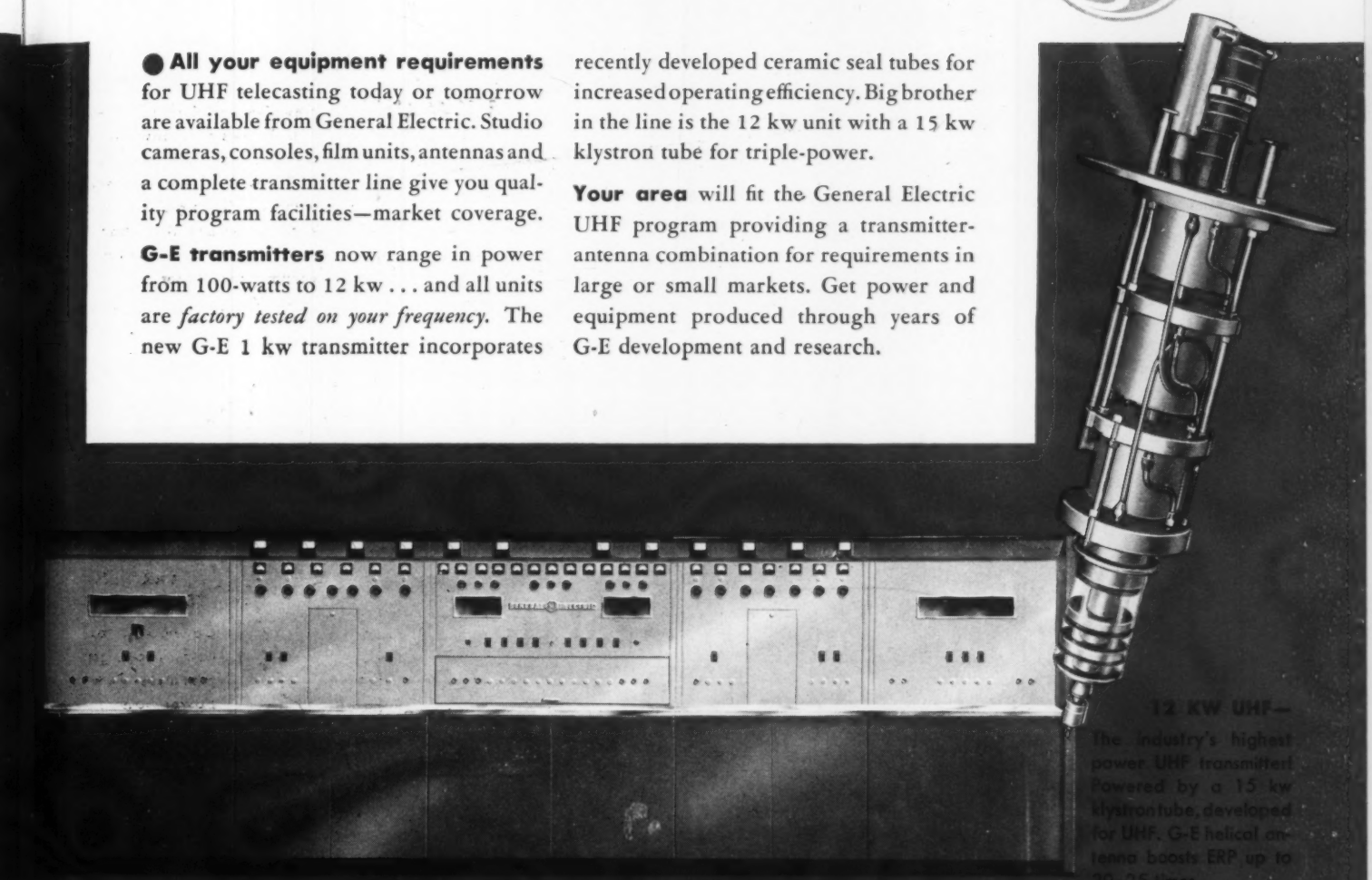
TRANSMITTER LINE...

for UHF TV operation!

● **All your equipment requirements** for UHF telecasting today or tomorrow are available from General Electric. Studio cameras, consoles, film units, antennas and a complete transmitter line give you quality program facilities—market coverage.

G-E transmitters now range in power from 100-watts to 12 kw . . . and all units are *factory tested on your frequency.* The new G-E 1 kw transmitter incorporates recently developed ceramic seal tubes for increased operating efficiency. Big brother in the line is the 12 kw unit with a 15 kw klystron tube for triple-power.

Your area will fit the General Electric UHF program providing a transmitter-antenna combination for requirements in large or small markets. Get power and equipment produced through years of G-E development and research.



12 KW UHF—The industry's highest power UHF transmitter! Powered by a 15 kw klystron tube, developed for UHF. G-E helical antenna boosts ERP up to 20–25 times.

WRITE FOR THESE NEW UHF BOOKLETS

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

General Electric Company, Section 2112-10
Electronics Park, Syracuse, N. Y.

Please send me the following UHF Transmitter and antenna booklets:

☐ 100-watt UHF ☐ 1 kw UHF ☐ 12 kw UHF ☐ G-E UHF Helical Antenna

NAME_____

ADDRESS_____

CITY_____ STATE_____

School Package Plan Offered Educators

(Continued from page 81)

sistant to the late Thad Brown, FCC Commissioner from 1934-40; Vice President Earl L. Boyles, general manager of WNAV Annapolis, Md.; Director Allen M. Jones, Washington attorney and Secretary James E. Waddell, consulting engineer and attorney.

Frank E. Pellegrin, vice president of H-R Representatives Inc., New York, is advertising consultant to Washington Associates while Lynne C. Smeby, Washington radio-TV consulting engineer, has been retained in his professional capacity.

William E. Ware, president of KSTL St. Louis and of Broadcast House Inc., applicant for uhf Channel 36 at St. Louis, is TV station operation specialist for Washington Associates.

Mr. Pellegrin acknowledged his consultancy to Washington Associates last week but emphasized this work in no way would be allowed to interfere with his duties at H-R Representatives or conflict with clients of the representative firm.

Proposals for the combination educational - commercial stations have been made, it was reported, to the University of Miami and Rollins U., Winter Park, Fla., near Orlando; Western Reserve U., Cleveland, and several schools in the Washington area, including Catholic U., Georgetown U., American U., Howard U. and George Washington U.

Rollins U. is permittee of a newly authorized 10-w noncommercial educational FM outlet, WPRK (FM).

Western Reserve U. began regular college courses on TV last year in cooperation with WEWS (TV) Cleveland and at present programs 5½ hours a week on that station. A school official on Thursday said the Washington Associates proposal is under consideration but the institution is "far from decision."

John White, Western Reserve administrative vice president, told BROADCASTING • TELECASTING that in view of the "tremendous results" from cooperation with WEWS there is "very little likelihood" that the proposal will be adopted.

He said the time made available by WEWS meets Western Reserve's needs at present "very satisfactorily." The school charges fees to those listeners who wish college credit from the TV courses, he related, and the project has been very successful.

Miami U. has been presented a TV transmitter no longer used by WTVJ (TV) Miami.

Georgetown U. now is conducting a weekly current events forum on WTTG (TV) Washington while American U. formerly had a similar program on WMAL-TV Washington.

Discussions with Dr. B. F. Ashe, president of the U. of Miami, began several months ago, it was learned. In late August, at the suggestion of Dr. Ashe, the Washington Associates' president wrote Dr. Jay F. W. Pearson, the school's vice president, as follows:

. . . Dr. Ashe's letter of Aug. 20 . . . provides a very acceptable basis for further discussion for the problems which he raises are exactly those which we are prepared to answer. The president is right that the so-called educational channels do not permit any revenue from advertisers. They should be devoted to that type of educational programming where they become in effect a part of the formal educational system of a community. With that role in mind they can be tax supported or operated from charitable donations. This is most likely the purpose that will be served by the public school application.

Our proposal meets a different need —the need of the community to have one TV station dedicated to the highest public service, a goal which would be inconsistent with the commendable attitude of the average television station to operate with the highest possible return. Whatever station is awarded the use of a frequency in Miami will compete for listeners and thus directly or indirectly compete financially. I believe you will find that the existing station and other applicants would prefer our proposed station as competition to a strictly profit enterprise.

My organization can completely handle the whole job of setting up a television operation, complete the staff, both executive, production, engineering and commercial. We will assist in obtaining the financial backing. We will cooperate with the university personnel in the educational side of the enterprise which will— except to avoid going out of business entirely—always come first.

. . . Mr. Ben Gale and I will help in the fund raising necessary to get on the air and to provide the necessary working capital. We believe this to be in the order of $400,000. . . .

We believe we will be able to make available to the university more time than the numerous departments will ever be able to program and that the enterprise supported by the highest type of advertising will be completely self-supporting, including the time and expense to the other departments of the university for their participation.

If we can correspond a while, we may be able to reach a meeting of the mind on the scope of the project sufficient to warrant our coming down to reach a formal agreement with the university. No reimbursement from the university is contemplated, as we propose to look to the new non-profit educational corporation to be set up to handle this for our recompense.

Channels *2 (reserved), 4 (WTVJ), 7, 10, 27 and 33 have been allocated to Miami. The educational reserved channel has been filed for by Lindsay Hopkins Vocational School. Pending for Channel 7 are bids by WIOD and WQAM there while Channel 10 is sought by WKAT and WGBS. WMIE

(Continued on page 90)

Harrington, Righter & Parsons, Inc.

The only exclusive TV Station Representative

New York
Chicago
San Francisco

WLTV *Atlanta*
owned by Broadcasting, Inc.

WAAM *Baltimore*
owned by WAAM, Inc.

WBEN-TV *Buffalo*
owned by Buffalo Evening News

WFMY-TV *Greensboro*
owned by Greensboro News and Record

WDAF-TV *Kansas City*
owned by The Kansas City Star

WHAS-TV *Louisville*
owned by the Courier-Journal & the Louisville Times

WTMJ-TV *Milwaukee*
owned by the Milwaukee Journal

WTTG *Washington*
owned by Allen B. DuMont Labs., Inc.

TO SHOW the insides of a ticking watch *enlarged 20 times*— to do it efficiently and at low cost—

USE FILM . . .

Complete information **concerning film selection and processing available . . . also details concerning special Eastman technical services, equipment, and materials. Address: Motion Picture Film Department, *Eastman Kodak Company*, Rochester 4, N. Y. *East Coast Division*, 342 Madison Avenue, New York 17, N. Y. *Midwest Division*, 137 North Wabash Avenue, Chicago 2, Illinois. *West Coast Division*, 6706 Santa Monica Blvd., Hollywood 38, California.**

RUM

. . . AND ALREADY

CENTRAL NEW YORK'S

MOST POWERFUL

TV STATION

say "WHEN"

Represented Nationally by the Katz Agency

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

A MEREDITH STATION

The New Grantees' Commencement Target Dates

HERE are the 98 post-thaw TV grantees, as of last Friday, and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET

Call	City and State	Ch.	Granted	Commencement	Network	Rep.
WAKR-TV	Akron, Ohio	49	Sept. 4	Spring 1953	.....	Weed
WRTV (TV)	Albany, N. Y.	*17	July 24	Unknown	.....	.....
KFDA-TV	Amarillo, Tex.	10	Oct. 16	March	.....	Branham
KGNC-TV	Amarillo, Tex.	4	Oct. 9	March-April	.....	Taylor
WPAG-TV	Ann Arbor, Mich.	20	Sept. 25	March 15	.....	McGillvra
WCEE (TV)	Asbury Park, N. J.	58	Oct. 2	Late 1953	.....	.....
WISE-TV	Asheville, N. C.	62	Oct. 30	Unknown	.....	.....
WPTV (TV)	Ashland, Ky.	59	Aug. 14	Unknown	.....	.....
WFPG-TV	Atlantic City, N. J.	46	Oct. 30	Dec. 20	.....	Pearson
KCTV (TV)	Austin, Tex.	18	July 11	Unknown	.....	.....
KTBC-TV	Austin, Tex.	7	July 11	Nov. 24	CBS	Taylor
KTVA (TV)	Austin, Tex.	24	Aug. 21	Unknown	.....	.....
WAFB-TV	Baton Rouge, La.	28	Aug. 14	Late 1952	CBS	Adam Young
Booth Radio & Television Stations Inc.,	Battle Creek, Mich.	64	Oct. 30	Unknown	.....	.....
Associated Broadcasters Inc.,	Bethlehem, Pa.	51	Oct. 30	Unknown	.....	.....
WQTV (TV)	Binghamton, N. Y.	*46	Aug. 14	Unknown	.....	.....
WICC-TV	Bridgeport, Conn.	43	July 11	Jan. 1	ABC	Adam Young
WSJL (TV)	Bridgeport, Conn.	49	Aug. 14	Unknown	.....	.....
WTVF (TV)	Buffalo N. Y.	*23	July 24	Unknown	.....	.....
WCSC-TV	Charleston S. C.	5	Oct. 30	Unknown	.....	.....
WOUC (TV)	Chattanooga, Tenn.	49	Aug. 21	Unknown	.....	McGillvra
WTVT (TV)	Chattanooga, Tenn.	43	Aug. 21	Unknown	.....	.....
WCOS-TV	Columbia, S. C.	25	Sept. 18	March	.....	Headley-Reed
WNOK-TV	Columbia, S. C.	67	Sept. 18	April	CBS	Raymer
KBTV (TV)	Denver, Col.	9	July 11	On Air (Oct. 2)	CBS, ABC	Free & Peters
KDEN (TV)	Denver, Col.	20	July 11	Dec. 17	.....	.....
KFEL-TV	Denver, Col.	2	July 11	On Air (July 18)	NBC, DuMont	Blair
Mountain States TV Co.,	Denver	26	Sept. 18	Unknown	.....	.....
Great Plains Television Properties Inc.,	Duluth, Minn.	38	Oct. 24	Unknown	.....	.....
WKAR-TV	East Lansing, Mich.	60	Oct. 16	Mid 1953	.....	.....
Elmira Television,	Elmira, N. Y.	24	Nov. 6	March 8	.....	Forjoe
KEPO-TV	El Paso, Tex.	13	Oct. 24	Early 1943	.....	Avery-Knodel
KROD-TV	El Paso, Tex.	4	July 31	Dec. 1	CBS	Taylor
KTSM-TV	El Paso, Tex.	9	Aug. 14	Jan. 1	.....	Hollingbery
WSEE-TV	Fall River, Mass.	46	Sept. 14	May	.....	.....
WCTV (TV)	Flint, Mich.	28	July 11	Early 1953	.....	.....
WFTL-TV	Fort Lauderdale, Fla.	23	July 31	March 1	.....	Sears & Ayer
WITV (TV)	Fort Lauderdale, Fla.	17	July 31	Unknown	.....	.....
WFMD-TV	Frederick, Md.	62	Oct. 24	Unknown	.....	.....
KMJ-TV	Fresno, Calif	24	Sept. 18	Unknown	.....	Raymer
Jacob A. Newborn Jr.,	Gadsden, Ala.	21	Nov. 6	April	.....	.....
WHP-TV	Harrisburg, Pa.	55	Sept. 25	May	.....	Bolling
WHYN-TV	Holyoke, Mass.	55	July 11	Early 1953	.....	Branham
KGMB-TV	Honolulu, T. H.	9	Aug. 7	Dec. 1	ABC	Free & Peters
KAMI-TV	Honolulu, T. H.	11	Oct. 24	Unknown	.....	.....
KUHT (TV)	Houston, Tex.	*8	Aug. 21	Unknown	.....	.....
WJTV (TV)	Jackson, Miss.	25	Sept. 11	Dec. 25	CBS, ABC, NBC, DuMont	Katz
KFOR-TV	Lincoln, Neb.	10	Oct. 16	Jan. 1	.....	Petry
KOLN-TV	Lincoln, Neb.	12	Oct. 2	Feb. 1	.....	Pearson
KRTV (TV)	Little Rock, Ark.	17	Sept. 18	April 15	.....	Pearson
Great Plains Television Properties Inc.,	Little Rock, Ark.	23	Oct. 30	Unknown	.....	.....
KUSC-TV	Los Angeles	*28	Aug. 28	Unknown	.....	.....
KCBD-TV	Lubbock, Tex.	11	Oct. 9	March	.....	Pearson
KDUB-TV	Lubbock, Tex.	13	Oct. 9	Nov. 13	CBS, DuMont	Avery-Knodel
WWOD-TV	Lynchburg, Va.	16	Nov. 6	Unknown	.....	.....
KSAC-TV	Manhattan, Kan.	*8	July 24	Unknown	.....	.....
WMAC (TV)	Massilon, Ohio	23	Sept. 4	April 1	.....	.....
WKAB-TV	Mobile, Ala.	48	Aug. 7	Dec. 25	.....	Forjoe
WCOV-TV	Montgomery, Ala.	20	Sept. 18	March 1	.....	Taylor
WLBC-TV	Muncie, Ind.	49	Oct. 30	Unknown	.....	.....
WNBH-TV	New Bedford, Mass.	28	July 11	Unknown	.....	Walker
WKNB-TV	New Britain, Conn.	30	July 11	Jan. 15	.....	Bolling
WKST-TV	New Castle, Pa.	45	Sept. 4	February	.....	Meeker
WGTV (TV)	New York City	*25	Aug. 14	Unknown	.....	.....
WEEK-TV	Peoria, Ill.	43	Aug. 28	January	.....	Headley-Reed
KPTV (TV)	Portland, Ore.	27	July 11	On Air (Sept. 19)	NBC	NBC Spot Sales
KCSJ-TV	Pueblo, Col.	5	Oct. 30	Unknown	.....	.....
WETV (TV)	Raleigh, N. C.	28	Oct. 16	March 1	.....	Avery-Knodel
WROH (TV)	Rochester, N. Y.	*21	July 24	Unknown	.....	.....
WHTV (TV)	Syracuse, N. Y.	*43	Sept. 18	Unknown	.....	.....
WEEU-TV	Reading, Pa.	33	Sept. 4	Mid-1953	.....	Headley-Reed
WHUM-TV	Reading, Pa.	61	Sept. 4	Dec. 1	CBS	H-R Reps.
WROV-TV	Roanoke, Va.	27	Sept. 18	Dec. 15	ABC	Burn-Smith
WSLS-TV	Roanoke, Va.	10	Sept. 11	Dec. 1	NBC	Avery-Knodel
WTVO (TV)	Rockford, Ill.	39	Sept. 11	Unknown	.....	.....
WKNX-TV	Saginaw, Mich.	57	Oct. 2	February	.....	Gill-Keefe & Perna
KFEQ-TV	St. Joseph, Mo.	2	Oct. 16	Unknown	.....	Headley-Reed
WSUN-TV	St. Petersburg, Fla.	38	Oct. 9	May 1	.....	Weed
KITO-TV	San Bernardino, Calif.	18	Nov. 6	Fall 1953	.....	Hollingbery
WKAQ-TV	San Juan, P. R.	2	July 24	1954	.....	.....
WGBI-TV	Scranton, Pa.	20	Aug. 14	April	.....	Blair
WTVU (TV)	Scranton, Pa.	73	Aug. 14	Dec. 25	.....	.....
Great Plains Television Properties Inc.,	Sioux City, Iowa	36	Oct. 30	Unknown	.....	.....
WSBT-TV	South Bend, Ind.	34	Aug. 28	Late 1952	.....	Raymer
KHQ-TV	Spokane, Wash.	6	July 11	Early 1953	.....	Katz
KXLY-TV	Spokane, Wash.	4	July 11	Dec. 25	CBS, ABC, DuMont	Walker, Pac. NW Bcstrs.
WWLP (TV)	Springfield, Mass.	61	July 11	Late 1952	.....	Hollingbery
KTTS-TV	Springfield, Mo.	10	Oct. 9	April	.....	.....
WHHH-TV	Warren, Ohio	67	Nov. 6	Unknown	.....	.....
WATR-TV	Waterbury, Conn.	55	Oct. 30	Unknown	.....	.....
White Television Co.,	Wichita Falls, Tex.	22	Nov. 6	Unknown	.....	.....
WBRE-TV	Wilkes-Barre, Pa.	28	Oct. 2	Jan. 1.	NBC	Headley-Reed
WILK-TV	Wilkes-Barre, Pa.	34	Oct. 2	Jan. 1	.....	Avery-Knodel
WNOW-TV	York, Pa.	49	July 11	Early 1953	DuMont	.....
WSBA-TV	York, Pa.	43	July 11	Dec. 1	ABC	Radio Reps
WFMJ-TV	Youngstown, Ohio	73	July 11	Early 1953	NBC	Headley-Reed
WKBN-TV	Youngstown, Ohio	27	July 11	Early 1953	.....	Raymer
WUTV (TV)	Youngstown, Ohio	21	Sept. 25	Unknown	.....	.....

* Educational permittees.

School Package Plan

(Continued from page 88)

Miami seeks Channel 27. Miami is city No. 193 in FCC's B Group temporary processing line.

The proposal to Western Reserve specifies Channel 65, which would put it into conflict with pending bids by WERE and WGAR Cleveland should the school accept the plan.

In Washington, only Channel 20 is unassigned but bids are pending from WGMS, WWDC and WEAM. The District of Columbia Board of Education has filed for reserved Channel 26.

In its presentation to John S. Millis, president of Western Reserve, Washington Associates explained initial cost of constructing the proposed outlet would be about $380,000 while first year salaries (staff of about 34) would total around $195,000 with other operating expenses totaling almost $160,000.

Estimated first year revenue was given as about $135,000 while income for the second year was expected to be around $340,000; third year, $500,000, and fourth year, $700,000. Annual operating cost of about $350,000 was noted.

Tax Advantages Cited

The proposal to President Millis suggested the creation of a nonprofit educational corporation or foundation with a self-perpetuating board of trustees which would "enjoy substantial tax advantages."

The foundation's revenues "from tuitions, research and development contracts, donations and advertising would be substantially tax free," the presentation explained, while "its surplus earnings would be used to increase its facilities, expand its cooperative work with the university and provide fellowships and scholarships to university personnel and students."

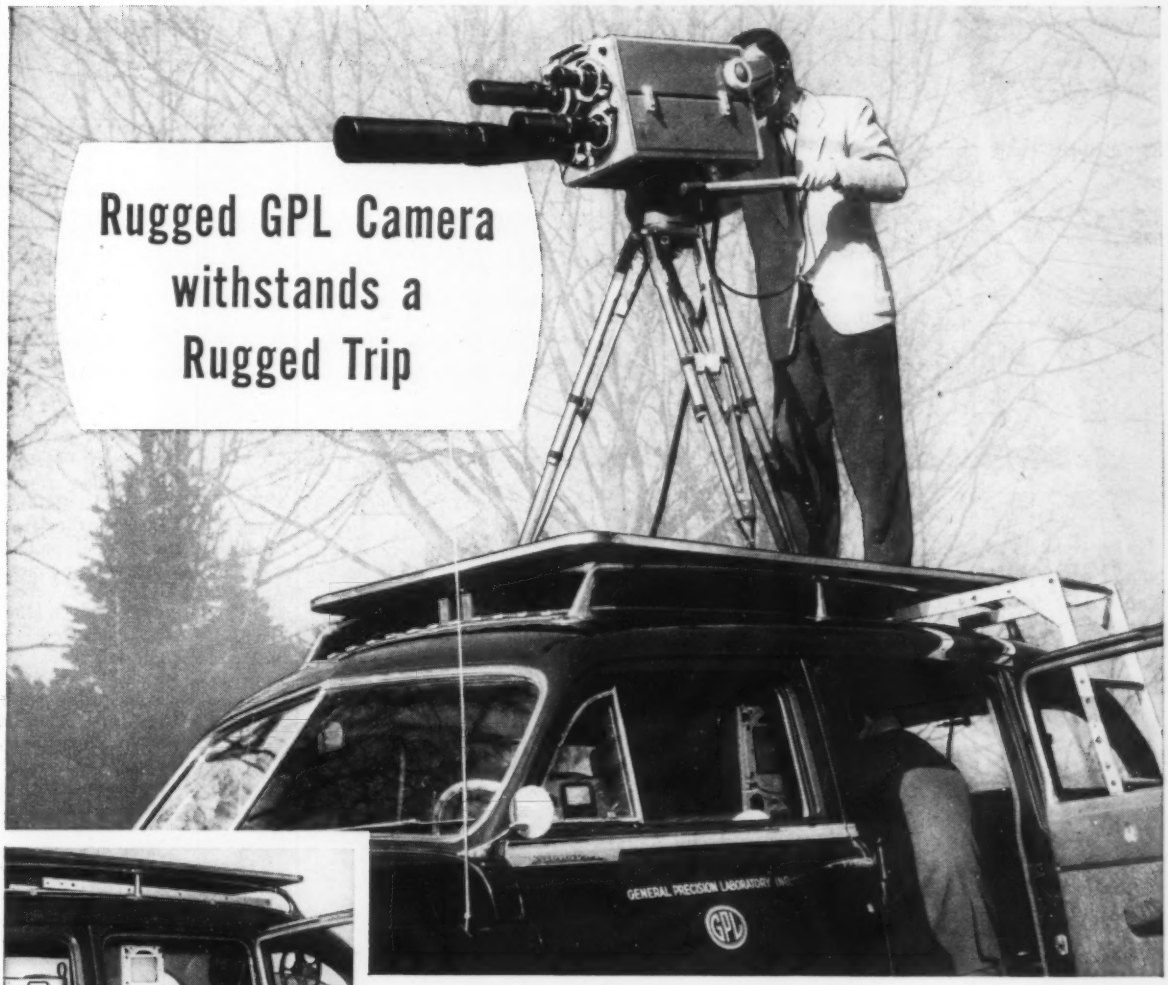
The presentation indicated Mr. Salisbury would be president and trustee of the proposed foundation.

The presentation pointed out that "there would be no financial obligation created for the university, and in fact, the earnings of the foundation would shoulder those burdens of the university connected with television."

Others in Project

The presentation also listed several persons who would be made available to the foundation after a grant. These included Norman Bergholm, in radio since 1934, listed as news director; Alton Whitehouse, 15 years in radio and TV, commercial manager; William White, New York agency man, sales manager; Margaret Kindly, 10 years in radio, program director; Paul Clendenin, with RCA 10 years, chief engineer; and Frank D. Grosser, novelist and movie writer, program manager.

Rugged GPL Camera withstands a Rugged Trip



EQUALLY RUGGED and service-free on trip was GPL Utility Projector with "3-2" intermittent which permits use with I. O. camera for film telecasting from remotes.

GPL STUDIO CAMERA CHAIN was packed in station wagon . . . demonstrating mobility of entire chain for fast coverage of news events, sports, other programs in the field.

20,000 Miles Cross-Country Without Camera Service

This GPL image orthicon camera has just completed a demonstration tour to studios in 67 cities from Maine to Mexico . . . Michigan to Miami.

Without a single service operation, it took the bumps of 20,000 miles of hard driving. It was loaded and unloaded more than 150 times. Every working element received far more than normal wear and tear, as usual on demonstrations. Yet nothing failed, nothing needed replacing.

This is the kind of ruggedness you may have for both studio and field operations, PLUS all the precision of GPL camera design. This unit is engineered for smooth, fast control, from pushbutton turret change to remote adjustment or iris and focus.

For the stations just starting, it has many special advantages: in compactness of chains, ease of operations.

Write, wire or phone, for full details of the camera equipment that is the "industry's leading line—in quality, in design."

General Precision Laboratory GPL
INCORPORATED
PLEASANTVILLE NEW YORK

Export Department: 13 E. 40th St., New York, N. Y. Cable address: Arlab

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

FUSTEST
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MOSTEST
THAT'S FLORIDA'S WTVJ
First and only TV station in South Florida. Serving and SELLING over 825,000 year-round residents. All new technical equipment—complete remote facilities—7 cameras.
LARGEST STUDIO IN THE SOUTH
Call your Free & Peters Colonel to pound out YOUR sales story.
CHANNEL 4
WTVJ
MIAMI

telestatus

Advertest Surveys Reading Habits of Viewers

(Report 241)

NEARLY every video family reads a Sunday newspaper, all but 4% read a daily newspaper, and three out of four read magazines.

These statistics were released last week by Advertest Research, New Brunswick, N. J., which conducted a survey among 762 respondents in the New York metropolitan area during the first two weeks of October.

Average televiewer spends 50 minutes at home and 20 minutes away from home reading the daily newspaper. About 1¼ hours are devoted by the set owner to reading the Sunday paper, and about 1½ hours daily to magazines.

* * *

U. S. Video Leads in Toronto-Niagara Area

AMERICAN TV continues the most popular in the Toronto-Niagara area, according to telerating report for October released by Elliott-Haynes Ltd., Toronto. The report, taken during the week of Oct. 6-12, gave WBEN-TV Buffalo, 77.8% of the audience, CBLT (TV) Toronto, 22.2%. Sets in use were up from 66.9% in September to 73.1% in October. Top Canadian show was *The Big Revue* with rating of 42.2. Top U. S. show was *I Love Lucy* with 78.5 rating.

* * *

Goldwyn Sees 'Pay-as-You-Go' TV

WITHIN five years 50% of the nation's movie theatres will be closed and the motion picture business will be shared equally by the theatres and pay-as-you-go television, Sam Goldwyn, Hollywood motion picture producer, predicted last Wednesday.

"Pay - as - you - go television will be the big salvation of movies and television," Mr. Goldwyn said, predicting that the theatres remaining in operation at that time will be the better ones, which will show "prestige pictures."

Mr. Goldwyn said the motion picture producer will be able to take in more money through pay-as-you-go television in one night "than he could formerly make in a year's theatre run." He added: "This is where the wedding between motion pictures and television will come."

Saying, "I make pictures for the people," Mr. Goldwyn added that his new picture, "Production No. 89," will be available for either television or theatres, provided the TV is of the pay-as-you-go variety, whch he predicted would be a reality by the time the picture is finished.

TV's Election Role

TELEVISION was credited by Dr. Allen B. DuMont Thursday with bringing out the record vote of more than 57 million persons on Election Day. Calling TV "this country's newest and most potent political force," Dr. DuMont, president of Allen B. DuMont Labs., which includes the DuMont TV Network, declared: "In the election, television proved itself to be the most effective instrument for political education this country has ever known. Never before was the electorate in such intimate association with the candidates and the political questions involved. We in the industry are proud of the major role that television played in the nation's choice of its Chief Executive."

Weekly Television Summary—November 10, 1952—Telecasting Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	104,967
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	422,253
Binghamton	WNBF-TV	97,000
Birmingham	WAFM-TV, WBRC-TV	122,000
Bloomington	WTTV	185,000
Boston	WBZ-TV, WNAC-TV	945,914
Buffalo	WBEN-TV	292,803
Charlotte	WBTV	255,237
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,231,854
Cincinnati	WCPO-TV, WKRC-TV, WLWT	374,000
Cleveland	WEWS, WNBK, WXEL	660,547
Columbus	WBNS-TV, WLWC, WTVN	237,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	189,341
Davenport	WOC-TV	138,000
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Dayton	WHIO-TV, WLWD	253,000
Denver	KFEL-TV, KBTV	60,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
Erie	WICU	174,680
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	189,341
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	128,576
Houston	KPRC-TV	187,500
Huntington-Charleston	WSAZ-TV	177,637
Indianapolis	WFBM-TV	265,000
Jacksonville	WMBR-TV	72,000
Johnstown	WJAC-TV	177,301
Kalamazoo	WKZO-TV	241,832
Kansas City	WDAF-TV	231,707
Lancaster	WGAL-TV	172,646
Lansing	WJIM-TV	110,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KTLA, KNXT, KTTV	1,381,452
Louisville	WAVE-TV, WHAS-TV	179,820
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	26,000
Memphis	WMCT	159,453
Miami	WTVJ	148,000
Milwaukee	WTMJ-TV	363,176
Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Nashville	WSM-TV	80,380
New Haven	WNHC-TV	310,000
New Orleans	WDSU-TV	122,195
New York-Newark	WABD, WBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	134,937
Oklahoma City	WKY-TV	160,806
Omaha	KMTV, WOW-TV	148,438
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,096,784
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	535,000
Portland, Ore.	KPTV (not yet estimated)	
Providence	WJAR-TV	227,000
Richmond	WTVR	145,594
Rochester	WHAM-TV	162,750
Rock Island	WHBF-TV	138,000
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	89,820
San Antonio	KEYL, WOAI-TV	103,335
San Diego	KFMB-TV	153,850
San Francisco	KGO-TV, KPIX, KRON-TV	464,000
Schenectady-Albany-Troy	WRGB	230,100
Seattle	KING-TV	183,400
St. Louis	KSD-TV	433,000
Syracuse	WHEN, WSYR-TV	195,244
Toledo	WSPD-TV	209,000
Tulsa	KOTV	134,275
Utica-Rome	WKTV	79,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	395,799
Wilmington	WDEL-TV	120,479

Total Stations on Air 112* **Total Markets on Air 66*** **Estimated Sets in Use: 19,058,558**

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Tota'ls for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Mister Smith Goes to Television

Now WBT's nationally famous, locally-lionized Arthur Smith and the Crackerjacks are available to spot advertisers (Tuesday and Thursday, 3-3:30 PM) on WBTV. Arthur's TV debut provides a special opportunity for advertisers to reach 255,237 Carolina television families through the entertainers they demanded on television.

WBTV

SERVING THE CAROLINAS' BIGGEST TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales

TV Hearings

(Continued from page 83)

Field earlier this year for a total consideration of $1.5 million [B•T, Aug. 18].

FCC approval of the KJR transaction will be required since transfer of control is involved, but such approval is not necessary in the KOIN case. However, approval by the Commission will be required for acceptance of the amendment to the KOIN television application. The Portland Channel 6 hearing begins before Examiner Elizabeth C. Smith on Nov. 19.

Similar amendment to the KJR television application is expected, but the Seattle hearing has not been designated.

In brief, the KOIN stock holdings are affected as follows:

Mr. Gamble, board chairman, retains his 43.5% interest. C. Howard Lane, president, increases his holding from 8% to 21.3%. Mr. Stolkin resigns as vice president and sells his entire 21.75% interest. Mr. Burke resigns as vice president and sells his 10.875%. Mr. Corwin sells his 10.875%. Mr. Buckendahl, vice president, increases his 3% to 11.75%. Mr. Cooke, director, becomes vice president and increases his 2% to 2.6%. Arthur R. Kirkham becomes vice president and acquires 0.3%. Clyde E. Phillips, secretary-treasurer, acquires 2%. Harry H. Kahn resigns as assistant secretary. Harvey S. Benson, director, acquires 5.4% and becomes assistant secretary. Remaining 13% is distributed among the 24 station employes, no one of whom owns 3% or more.

Approximately $225,000 has already been expended by KOIN in conjunction with the acquisition of land, buildings and television equipment, the amendment stated, and upon grant the station would obtain at least $500,000 from a Portland bank. The licensee also has cash in excess of $200,000 on deposit, it was stated, which funds are available for the TV construction and initial operation.

Meanwhile, in other TV hearing developments last week, the Commission scheduled the Sacramento Channel 40 and 46 cases for Nov. 17 in Washington. Maria Helen Alvarez and Cal Tel Co. are competing for Channel 40 while John Poole Broadcasting Co. and Jack O. Gross both seek Channel 46. The Channel 3 competition there, involving KXOA, KCRA and KROY, already has been set for Nov. 17 [B•T, Nov. 3].

FCC consolidated the Channel 12 application of W. S. Butterfield Theatres Inc. for Flint, Mich., with the competitive bids there of WJR Detroit and WFDF Flint. Hearing also begins Nov. 17.

Other cases to commence Nov. 17 in Washington include hearings for applicants in Harrisburg, Pa.; Beaumont, Tex.; Duluth, Minn.; and Fort Wayne, Ind. Wichita's Channel 3 hearing begins Nov. 12. The Canton, Ohio, Channel 29 case is set Dec. 8. Portland, Ore.'s Channel 8 hearing is set Jan. 6.

Indication of how FCC is going to treat TV applicants whose competition drops out—after a hearing has commenced—was given last week when the Commission ordered that the *Wichita Beacon's* KWBB be placed back in the processing line.

Both KWBB and KFBI Wichita were in hearing for Channel 16 which began Oct. 20, but the latter a few days before petitioned for withdrawal. This was granted by the motions commissioner a few days after the hearing started. At the same time he referred to the full Commission the request of the FCC Broadcast Bureau that KWBB's application be returned to the processing line. KWBB protested this, on the legal grounds that the hearing had begun and also its fear that it might get involved in hearing again should another applicant file for Channel 16 before its grant was secured [B•T, Oct. 27].

In its decision last week, the Commission said it was not bound to apply its rules arbitrarily, since it was obvious that the KFBI application was being withdrawn before the hearing began. It also said the KWBB application needed further processing and this could be accomplished only by returning it to the processing line.

Quick Handling Seen

Expeditious handling of the KWBB application is expected, since Wichita is No. 6 in the A-2 processing line and the FCC staff has long passed that city.

The Denver Channel 4 hearing recessed to Dec. 16 last week upon the completion of the KOA Denver case. Still unfinished is the cross examination of A. G. Meyer, KMYR principal, who suffered a heart attack three weeks ago while on the witness stand [B•T, Nov. 3].

FCC was waiting last week to hear whether Florida Gov. Fuller Warren was willing to make a deposition on his objections to the grant of TV stations to the *Tampa Tribune's* WFLA and the *St. Petersburg Times'* WTSP.

Gov. Warren wrote two scathing letters to FCC regarding the two applicants. In both letters he made accusations against the newspapers and their affiliated radio stations. He offered to testify against their applications but said he was unable to go to Washington.

The Commission noted the Tampa-St. Petersburg hearings were in recess until Nov. 12 and suggested that Gov. Warren let it know whether he would be prepared to submit to deposition proceedings before that date. If the Governor's answer is in the affirmative, FCC counsel and parties' counsel would convene in Tallahassee to take the Governor's deposition and cross examine him.

FCC granted a petition of its Broadcast Bureau to add a new issue in the Harrisburg Channel 27 hearing. This concerns whether the proposal of WCMB would adversely affect the AM operation of WHP there, new grantee for Channel 55 [B•T, Sept. 29]. WHP was made a party to the hearing which also includes TV bid of WHGB.

The Commission granted the petition of KPAC Port Arthur, Tex., to enlarge the issues in the Channel 4 hearing involving KPAC and Lufkin Amusement Co., Beaumont, so as to determine which applicant would provide the most fair and equitable distribution of service as required by Sec. 307(b) of the Communications Act.

Petition of Casecade Television Co., Channel 8 applicant at Portland, Ore., to transfer the non-engineering portion of the hearing on that channel from Washington to Portland was denied by FCC. Other Channel 8 contenders are KEX, Portland Television Inc. and North Pacific Television Inc.

Portland's Channel 12 hearing is expected to be completed early this week before Examiner Smith as Northwest Television and Broadcasting Co. finishes its case. Presentations of Oregon Television Inc. and Columbia Empire Telecasters have been heard.

On Thursday morning, Examiner Smith accepted an amendment of Oregon Television's application to show changes occasioned by General Manager Stiles' withdrawal. Extensive legal argument preceded the action.

The examiner also ruled to accept, without amendment of applications, certain exhibits of the other applicants which showed alternative program proposals for independent operation should network affiliation not be obtained. In legal dispute was question of whether such exhibits could be admitted since they had not been included in the original applications submitted prior to the hearing.

The rulings are considered to be significant as possible precedents for applicants in other cases.

KROD-TV Joins CBS-TV

KROD-TV El Paso will join the CBS Television Network on Jan. 1 as a primary supplementary non-interconnected affiliate, Herbert V. Akerberg, CBS vice president in charge of station relations, announced Thursday. The station, which will operate on Ch. 4, is owned and operated by the Roderick Broadcasting Corp., El Paso. Val Lawrence is president and general manager.

KRON-TV WALKOUT

Outlet Off Air 1½ Hours

UNAUTHORIZED walkout of studio technicians threw KRON-TV San Francisco, off the air from 4 to 5:30 p.m. last Tuesday.

The walkout was held in protest over current contract negotiations. Both Charles Thieriot, general manager of KRON-TV, and Jack Dunn, business manager of Local 202, IBEW, said the walkout was in a protest of certain phases of contract negotiations involving wages and working conditions. Union contract expired Nov. 1.

WISE BUYERS Buy KFMB-TV

San Diego's First and only TV Station Blankets California's Third Market!

SAN DIEGO Is The FASTEST GROWING LARGE CITY In The U. S. A.!

KFMB-TV, KFMB-AM
San Diego 1, Calif.
Represented by THE BRANHAM CO.

John A. Kennedy, Board Chairman · Howard L. Chernoff, Gen. Mgr

film report

Sales . . .

Certina Watch Div. of Illinois Watch Case Co., Elgin, Ill. (watches), and **Elgin American Div. of Illinois Watch Case Co.**, that city (compacts, cigarette cases, lighters, pearls), will co-sponsor on a quarter-hour basis, *Mike Stokey's Hollywood Guess Stars* in 20 markets. New half-hour TV series, filmed by **Mike Stokey Productions**, Hollywood, starts Nov. 18 on **WBNS-TV Columbus, KBTV (TV) Denver** and **KGO-TV San Francisco**; Nov. 19 on **WAVE-TV Louisville** and **WOW-TV Omaha**; Nov. 20 on **WPIX (TV) New York, WENR-TV Chicago, WXEL (TV) Cleveland, WSB-TV Atlanta, WFAA-TV Dallas, KDYL-TV Salt Lake City, WCPO-TV Cincinnati** and **WBEN-TV Buffalo**; Nov. 21 on **WXYZ-TV Detroit** and **WMAL-TV Washington**; Nov. 22 on **WCAU - TV Philadelphia** and **WNAC-TV Boston**; Nov. 23 on **KNXT (TV) Hollywood**; Nov. 24 on **KSTP-TV St. Paul** and **KFMB-TV San Diego**. Agencies are **Frank R. Brodsky Adv.**, Chicago, for Certina Watch Div. and **Russel M. Seeds Co.** that city, for Elgin American Div.

* * *

Levolar Lorentzen Inc., New York (Venetian Blind Hardware), this month starts second run of *Little Theatre* on **WJZ-TV** that city, **WENR-TV Chicago, WMCT (TV) Memphis** and **WSM-TV Nashville**, for 26 weeks. Five-minute TV film series, produced by **Marc Frederic**, is currently in its first showing in 33 major markets. Agency is **Reiss Adv.**, N. Y.

* * *

United Television Programs, Chicago and New York, has sold *Movie Quick Quiz*, 15-minute TV film, to **WNBK (TV) Cleveland**, bringing total markets for strip to 20. UTP also announced **George Cherry Adv.**, Denver, has bought *The Chimps*, for **Brookridge Farm Dairy Co.**, for showing on **KFEL-TV Denver.**

* * *

Consolidated Television Sales, New York, has sold the following TV film packages: *Front Page Detective*, to **WTOP-TV Washington** and to **WTTV (TV) Bloomington** for **Falls City Brewing Co.**; *All American Game of the Week*, to **WENR-TV Chicago** for **Otto Paint Co.** and **KPTV (TV) Portland, Ore.**, for **Ralph Hoyt Co.**; *Public Prosecutor*, to **WDAF-TV Kansas City**, for **Katz Drug Co.** and *Hollywood Half-Hour*, to **Tri-City Radio Supply Co.** for showing over **WOC-TV Davenport, Iowa.**

* * *

Two additional post-freeze television stations, **WTVU (TV) Scranton** and **KDUB-TV Lubbock**, have signed for **INS-Telenews** film and wire services. KDUB-TV is expected to commence broadcasting Nov. 13; WTVU, by Jan. 1.

Production . . .

Meridian Pictures Inc. is now filming CBS-TV's *Schlitz Playhouse of Stars* at Goldwyn Studios, Hollywood. **John Gibbs**, New York literary agent, is supplying story material. In preparation are "String of Beads" by **Somerset Maugham** and "The Last Kiss" by **F. Scott Fitzgerald.**

* * *

Screen Televideo Productions, Culver City, in line with expansion of TV film production, has signed **Robert Lord** as the first in a proposed group of four new writer-producers. Mr. Lord is completing an assignment for U. S. Army Air Force Pictorial & Cartographic Service as a special consultant. Production starts in mid-December on a new group of TV films in *Your Jeweler's Showcase*, sponsored on an alternate weekly basis in 20 markets by **Hamilton Watch Co.** and **International Silver Co.**

* * *

Stars of the World Inc., whose parent company is **Television Varieties Inc.**, Hollywood, has completed 13 quarter-hour TV films in *The Frankie Laine Show* in London. Dubbing of the musical scores will be done in Hollywood.

* * *

Reid Ray Television Productions Inc., formerly known as Reid Ray Telefilms Inc., whose parent company is Reid H. Ray Film Industries, Minneapolis, has started production on the firm's first half-hour TV film series. Starring **Richard Erdman**, motion picture actor, *A Sporting Chance* will be filmed on location in and around Minneapolis and Chicago.

* * *

Revue Productions, Culver City, has completed "Gun Club," a half-hour TV film starring **Dennis Morgan. Rodney Amateau** directed the psychological mystery from an original script by **Harold Shumate. Jennings Lang** is in charge of production.

* * *

General Electric has signed **Gil Ralston** and **Arthur Ripley** to produce an untitled half-hour dramatic TV film series, in which top motion picture stars will be featured. Agency is **BBDO**, Hollywood.

* * *

Ted Baldwin Inc., New York, TV film production firm, will resume shooting its *Spotlight, U. S. A.* se-

(Continued on page 98)

WJAR-TV
PROVIDENCE

PINPOINT YOUR PERSISTENT SALESMAN

UNDUPLICATED COVERAGE IN 225,000 HOMES WITH PERSISTENT SELLING TO MORE THAN 675,000 PEOPLE . . . IN PROSPEROUS SOUTHERN NEW ENGLAND

Represented Nationally by
Weed Television
In New England — Bertha Bannan

CANADA POLICY

Private Operators Face TV Freeze?

CENTRAL Canada AM broadcasters were warned that they may be frozen out of television development by present Canadian government policies. Jim Allard, general manager of Canadian Assn. of Broadcasters, in a closed meeting of the Central Canada Broadcasters Assn. at the Royal York Hotel, Toronto, Nov. 3, told some 50 broadcasters that there are many applicants with ample funds who are ready to apply for TV station licenses.

He warned that unofficial government thinking is that AM station operators and moving picture interests most likely will not be granted TV station licenses when the government opens the TV field to private enterprise within the next two years.

TV, copyright problems and selling featured the two day meet, of Ontario and Montreal English-language station operators, under chairmanship of Murray Brown, CFPL London. Officers elected by the CCBA for 1952-53 were Cliff Wingrove, CKTB St. Catherines, president; Grant Hyland, CJIC Sault Ste. Marie, first vice-president; Jack Radford, CFJR Brockville, second vice-president; W. Cruickshank, CKNX Wingham, secretary, and Bob Lee, CHUM Toronto, treasurer. Three directors elected from CCBA to the CAB were J. A. Dupont, CJAD Montreal; Jack Davidson, CKGB Timmins, and J. E. Campeau, CKLW Windsor.

Mr. Brown reported on the year's work of CCBA, the BMI clinic, engineering clinic and farm program committee meetings held during the year. He said CCBA directors are planning to repeat next spring, with BMI Canada Ltd., the successful clinic held at Toronto last May.

On copyright, Mr. Allard reported the status of a test case to come before the Exchequer Court of Canada on Nov. 24. Case involves CHML Hamilton, which challenges the validity of the Canadian Copyright Appeal Board policy of allowing Composers, Authors & Publishers Assn. of Canada (CAPAC, Canadian ASCAP) to examine station books to determine gross revenue as basis for a charge of 1¾% for 1952 fees.

Mr. Allard said stations, even those in small markets, which want to get into TV should file applications with the Dept. of Transport, Ottawa, for a priority ranking. He noted wired TV can be operated without government sanction.

CAB Opinions Urged

CBC's proposed revised regulations [B•T, Oct. 13] also were discussed. Feeling was that CAB should appear before the CBC board of governors in January to give its opinion on the regulations.

Harold Moon, BMI Canada Ltd., reported on the status of BMI's operations and expansion in Canada. Pat Freeman, CAB sales director, unveiled new statistical data on Canadian radio advertising, showing national selective or spot radio from Sept. 1951 to August 1952 amounted to $9.1 million Canadian station time. This total was spent by 584 national accounts.

Joseph Sedgwick, CAB counsel, reviewed the effort to obtain the right to advertise beer and wine on Ontario stations, which without Ontario government sanction CBC will not permit. The government already has begun to clamp down on so-called institutional beer advertising in newspapers and magazines.

Open sessions Tuesday dealt primarily with sales from the advertiser and the station sales manager's viewpoint. The panels were chairmanned by Cliff Wingrove, CKTB St. Catherines, Fred Metcalfe CJOY Guelph, and Cam Ritchie, CKLW Windsor. Community broadcasting services were discussed by Vin Dittmer, CKNX Wingham, and radio for industrial relations by Grant Hyland, CJIC Sault Ste. Marie.

Resolution was passed favoring serious Canadian music through BMI Canada Ltd. and Canadian stations, and CAB's campaign to obtain TV station applications for Canadian citizens was approved.

TV Screen Reporting

MINNEAPOLIS *Tribune* executive sports editor Charles Johnson has assigned a sports writer, Joe Hendrickson, to cover Chicago Bears and Cardinals professional football games telecast weekly on WCCO-TV Minneapolis. The move ushers in a new phase of sports reporting, following Mr. Johnson's theory that if people are interested in news coverage of live games they also will read stories on telecasts of games. The Bears and Cardinals home schedules are telecast on a 15-station ABC network. Standard Oil of Indiana picks up the tab on about half of the stations and games, the remainder are sold locally. Schedule calls for games once a week for 12 weeks.

WHUM-TV Tower

COMPLETION of the 1,036-ft. WHUM-TV Reading, Pa., tower is expected this weekend, according to the station. The $250,000 structure at Summit Station, Pa., which will serve the Reading CBS-TV outlet on uhf Ch. 61, expected to be on the air by Dec. 1, will be higher than the Eiffel Tower in Paris, WHUM-TV noted.

TV Saves Day

TELEVISION saved the day when a last-minute strike by a Detroit Edison Co. local union prevented Walker L. Cisler, president-general manager, Detroit Edison, from attending the Mid-Eastern District meeting in Toledo of the Assn. of Electrical Engineers. Arrangements were made through WWJ-TV Detroit and WSPD-TV Toledo to transmit his picture and message to the conference via closed circuit.

CANADIAN ADMIRAL

Sues Wired TV Service

CANADIAN Admiral Corp. has filed a statement of claims for damages against Rediffusion Inc., Montreal, charging the latter picked up Admiral-sponsored telecasts of Alouette Football Club games which were aired over CBFT (TV) Montreal, maintaining that Rediffusion's wired TV service had reduced sale of Admiral receivers and discredited the wares of CAC.

Canadian Admiral attorneys stated they warned Rediffusion on Aug. 27 that telecasts of Alouette football games were copyrighted and could not be supplied to Rediffusion's subscribers. The Admiral action was filed in Exchequer Court at Ottawa on Oct. 28.

CANADA SET FEE

NLF Group Asks Abolition

DROPPING the annual $2.50 Canadian receiver license fee has been proposed by the National Liberal Federation of Canada at the meeting of its advisory committee at Ottawa Oct. 28.

The committee is the top governing body of the Canadian Liberal Party which has been in power for more than 20 years. The NLF group also urged the government to change its TV policy asking for "the development of television in Canada by private enterprise along with the Canadian Broadcasting Corp."

Religious Programs

DUNCAN MacDONALD, supervisor of women's programs for the DuMont Television Network, also will supervise the network's religious programming, James L. Caddigan, DuMont's director of programming and production, announced last week. Miss MacDonald joined DuMont in 1948 as a performer on a morning show.

CBS TV CITY

Los Angeles Opening Set

RIBBON-cutting by Mayor Fletcher Bowron will start the day-long ceremonies Nov. 15 for official opening of the first unit of CBS Television City in Los Angeles. Initial ceremonies from the plant at Beverly Blvd. and Fairfax Ave. will be telecast locally on KNXT, Los Angeles CBS-TV owned station.

A tour of the unit will follow with luncheon for visiting celebrities and press.

The Los Angeles mayor has proclaimed next week as City Television Week in honor of the CBS-TV achievement.

With a specially invited studio audience to witness the telecast, an all-star 60-minute show is to originate from Television City on CBS-TV network at 9 p.m. (EST).

Jack Benny will emcee and head a cast which includes Eve Arden, Lucille Ball, Desi Arnaz, George Burns, Gracie Allen, Eddie (Rochester) Anderson, Bob Crosby, Gisele MacKenzie, Cass Daley, Art Linkletter, Alvin Childress (Amos), Spencer Williams (Andy), Tim Moore (Kingfish), J. Carroll Naish, members of his *Life With Luigi* cast, Marie Wilson and Cathy Lewis, co-stars of *My Friend Irma*, Alan Young and others. Lud Gluskin will conduct a 26-piece orchestra.

Jack L. Van Volkenburg, CBS-TV president, also is to appear on the telecast.

Covering 15 acres and built at an overall cost of $12 million, the unit consists of four large studios seating 300 persons each, and a six story engineering building. When completed the entire project, covering 25 acres, will represent an investment of more than $35 million on the part of CBS. It will include a 13 story permanent administration building of 600,000 square feet.

The new type "sandwich loaf" building comprising the initial unit was devised after more than 50 attempts by William Pereira and Charles Luckman, architectural engineers, to come up with a Television City design acceptable to the network executives, it was said.

Microwave Filing

AT&T Long Lines Dept. has filed plans with FCC for a six-channel microwave radio-relay route between Kansas City and St. Louis which will add two TV and two telephone channels to the present service. This would leave one channel each way for maintenance and protection. Eight radio-relay stations would be built along the 260-mile skyway, which is scheduled for completion by the end of 1953. The new video channels would provide another route to Kansas City, now connected to the Long Lines TV network facilities by coaxial cable out of Omaha.

THREE-WAY handshake marks the conclusion of business for (l to r): Ray Patin, Ray Patin Productions, Hollywood; Lee R. Blevins, vice president in charge of Kling Studios' West Coast operations, and Robert B. Eirinberg, president, Kling Studios, Chicago. Mr. Kling has taken over the Patin animation studio as a division of the motion picture and television department.

WDTV (TV) READIES

New Quarters for '53

WDTV (TV) Pittsburgh, DuMont Television Network o & o station, will move into larger and modern studios in Gateway Center sometime in the late spring or early summer of 1953, Chris J. Witting, DTN director and general manager, said last week.

WDTV will lease 34,000 sq. ft. of space in Gateway Center in an agreement with Equitable Life Assurance Society, builder of the Gateway project. Pittsburgh's only TV outlet now occupies studios in the Chamber of Commerce Bldg.

The move will follow those of DTN's two other stations—WTTG (TV) Washington, which recently occupied new studios in the Raleigh Hotel, and WABD (TV) New York, key DuMont station, which soon will move into its TV center at 205 E. 67th St.

The new WDTV facilities will include two studios, 73 x 73 and 44 x 31 ft., both on the first floor adjacent to WDTV scenery and carpenter shops. The centralized video control plan inaugurated at WTTG also will be installed at WDTV, according to Rodney D. Chipp, DTN engineering director. Production offices will be on the first floor, with additional offices on the lower lobby floor. Executive offices, master control and film projection facilities will be on the second floor.

Harold C. Lund is manager of WDTV, which premiered Jan. 11, 1949. Mr. Chipp, Jim Bigwood and Raymond Rodgers, all of DuMont, have been working on the station's plans for new quarters.

TOUR of ABC's TV installations in New York was made Oct. 24 by 50 teacher-delegates to Long Island Teachers Conference to learn more about TV's role in education.

Harry L. Gamson

FUNERAL services were held last Monday in Hollywood for Harry L. Gamson, 52, head of Harry Gamson & Assoc., Beverly Hills advertising agency. He died Nov. 1 in Las Vegas after a heart attack. Associated with Erwin, Wasey & Co., Chicago, for 23 years, he was with Milton Weinberg Adv. Co., Los Angeles, before forming his own agency last July. Surviving are wife, Hannah; son, Mitchell.; four sisters, and three brothers.

TV Service Income

AVERAGE TV service dealer last year grossed $21,000 in business at the rate of $8 per call, according to a survey by the General Electric Co. Tube Dept. Average service dealer hires 5.3 service technicians who handle 37 calls each weekly, 80% in the set owner's home, and has more business than he can handle. His gross income will be up 27% this year, according to the survey.

they came! they saw! they BOUGHT!

Kellogg Sales Company

1128 STANDARD BLDG., CLEVELAND 13, OHIO

Mr. Robert Thomas
c/o Television Station WBNS-TV
Columbus, Ohio

Dear Bob:

Just finished looking over the outstanding report of the merchandising efforts from WBNS-TV in the launching of the "Wild Bill Hickok" series.

Bob, please accept and convey our thoughts to those in your organization, our sincere appreciation for this outstanding work in support of the Sugar Corn Pops campaign. It is stimulating and encouraging to work with a station that is so keenly aware of the value of merchandising in an advertising campaign.

Yours most sincerely,
KELLOGG SALES COMPANY

Carl W. Weber

CWW:ak

Carl W. Weber
District Sales Manager

CBS

you can see the difference on WBNS-TV

wbns-tv
COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street
REPRESENTED BY BLAIR TV

WBNS-TV pride themselves on their integrated merchandising and promotion. This covered wagon with the Wrangler, WBNS-TV's western hero, toured the area distributing free samples of Sugar Corn Pops and stimulating interest in the Hickok show . . . a typical example of tie-in merchandising available to WBNS-TV sponsors.

Film Report

(Continued from page 95)

ries of fact-feature films next Monday when production begins on *Peace of Mind*. Firm expects the first 13 of 12½-minute films to be completed by February.

* * *

Family Films, Hollywood, has started production on last five half-hour films in *This Is the Life* TV series of 26 programs, being made for Lutheran Church - Missouri Synod.

* * *

Great Commission Films, Hollywood, is in production on special "Pearl Harbor" film to be shown Dec. 7 on ABC-TV *Hour of Decision*, half-hour series featuring Evangelist **Billy Graham**. Guest star is **Mitsuo Fuchida**, chief commander of the Air Squadron that led the Japanese attack on Pearl Harbor.

Availabilities . . .

Association Films, New York, offering free of charge four films of 10 to 25 minutes duration on the principles of insurance and its place in the family structure. Films employ both dramatic and documentary techniques.

Random Shots . . .

Key Productions, now under contract to film the *Red Skelton* television show, has installed a complete 17.5 mm magnetic recording system, it was announced by **Stancil - Hoffman Corporation**, which handled the installation.

* * *

Series of six three to five-minute dramatic vignette TV films, edited by **Filmcraft Productions**, Hollywood, are being telecast by all seven local stations as part of the Community Chest drive.

Film People . . .

Robert Guggenheim, manager of film operations, KNBH (TV) Hollywood, to **Major Television Productions Inc.**, Culver City, as general manager. He succeeds **Robert DeSousa**, who has moved to New York.

* * *

Hamilton Warren, head of film distribution, Jerry Fairbanks Productions, Hollywood, to **Filmcraft Productions**, that city, in the same capacity.

* * *

Monique Van Vooren, Belgian actress making her American debut in RKO release, "Tarzan and the She-Devil," to New York as co-star in CBS-TV *Mr. Pippafox*, half-hour film series, to be produced by **William Dozier**.

* * *

Sandra Spence, featured on former NBC-TV *Pantomime Quiz*, assigned role of Burma in *Terry and the Priates*, half-hour TV series being filmed by **Dougfair Corp.**, Los Angeles, for **Canada Dry**.

* * *

Margaret Buell Wilder, story editor, Frank Wisbar Productions, Hollywood, to **Screen Gems Inc.**, that city, in same capacity.

* * *

Al Simon, producer of NBC-TV *I Married Joan*, half-hour film series, will discuss TV film production at Nov. 25 meeting of Los Angeles Ad Club.

WAYNE OLIVER, West Coast representative of Television Authority before its merger with AFRA, named assistant to Claude McCue, AFTRA's executive secretary in Hollywood.

HANDS are clasped after contract is signed for Simmons Co. sponsorship of the CBS-TV program, *It's News to Me*, on alternate Saturdays. L to r: Jack L. Van Volkenburg, CBS-TV president; John Daly, show moderator, and Jack Hubbell, Simmons advertising manager.

ARGENTINE TV BIRTHDAY

Clark Reports on Status, Lagging Sales

By HERBERT M. CLARK

Buenos Aires Correspondent

ARGENTINE television had its first birthday Oct. 17, not much further forward than it was when it sprang into being, full-blown and government-controlled, to cover "Loyalty Day" in 1951.

The occasion was the anniversary of the day in 1945 when the "descamisados," Peron's beloved "shirtless ones," rallied to spring him from jail and boost him back into power.

Their gift from the regime last year was a television transmitter, 1,100 receivers bought by the government and spotted in party headquarters, and import permits covering another 10,000 reception sets for sale to the public at large.

Today it is estimated that a maximum of 3,000 sets are in use in the Buenos Aires area covered by Argentina's single transmitter, LR 3-TV, owned by Radio Belgrano, first broadcasting operation to pass into government hands back in 1947. Part of the import licenses originally issued have been revoked "for lack of foreign exchange," with another estimated 3,000 sets in the hands of dealers. The total compares unfavorably with that of 4,400,000 radio receivers estimated to be in operation.

Sales are still moving slowly, partly because they are so costly, partly because there is little program inducement toward ownership.

Cost of Receivers

Prices for receivers start at 14,000 pesos for a table-top model (General Electric) with a 17-inch screen. The cost is the equivalent of between 3 and 20 times the U.S. scale: It is $700 at the black-market valuation of the peso, $1,008 at Peron's "free official" rate of exchange, and absorbs a full year's income for a qualified newspaperman earning 1,100 pesos a month or, since the same job would be worth at least $100 a week in the States, some $5,200. Television is further removed into the "superluxury" category by the fact that the price is cash, with no installment-buying available.

Under the terms of the complicated deal which brought TV to this country, 10% was siphoned off the top of retail sales prices into a program fund — which should, with 3,000 sets sold at an average price of 20,000 pesos each, have created a purse of 6 million pesos, important money in Argentina. Despite that, however, viewers get more old movies (30% of program time) than any other fare in their five hours a day, with the station going on the air at 5 p.m. and off at 10 p.m. some nights, midnight when a late show is devised. Government propaganda gets more time than the Sunday football match, high spot of any week's transmissions.

Peron's off-again, on-again ban against the United States Embassy's radio broadcasting activities in Argentina was off again this week, but for a price which does not look like much of a bargain.

The U. S. Information Service, State Dept. branch which handles the Embassy's two programs, has been paying the equivalent of $45,000 a year for time which rate cards indicate is worth a maximum of $20,000. The new price tag is $90,000.

Banned Third Time

Banned in 1949 after Argentina had been read out of the Inter-American Broadcasting Association because of restrictions on freedom of radio speech and again in 1951 as part of general official resentment against unfavorable foreign comment on the closing and seizure of the independent paper *La Prensa*, the shows were cut off the air for the third time on July 27, day after the death of Evita Peron, under regulations which ordered all radio time devoted to mourning for the President's wife.

The present permission to resume activities was achieved after a long series of negotiations between Embassy officials and Argentine representatives up to the cabinet level at the Ministries of Foreign Affairs and Communications.

NEW TV OUTLETS

Charlotte Meet Set Dec. 3-4

MAJOR phases of TV operation will be explained to prospective licensees and applicants during a two-day Southeastern Television Conference, to be held at Charlotte, N. C., Dec. 3-4, according to Charles H. Crutchfield, WBT-AM-FM WBTV (TV) Charlotte.

Sessions will cover engineering, programming, sales, promotion, accounting and management, with time set aside for queries and discussions. Staff of WBTV and WFMY-TV Greensboro will conduct sessions. Guests will include representatives of NARTB and the FCC.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

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Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

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PREPARE NOW FOR JOBS IN

TELEVISION—FILMS

One of America's top film schools offers short study courses. Fully equipped shooting stage. Eves. Easy terms. Write or phone Dep't. "B". Also courses for Amateur Movie Makers.

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29 Flatbush Av., B'klyn 17, N. Y.

WEWS (TV) Cleveland and Gray Drug Store Co. sign 52-wk. pact for daily news show: Seated (l to r) Milton Neubauer, Gray v. p., and Marvin Kahn, Gray merchandising mgr.; standing, M. D. Weiss, WEWS slsmn.; Bob Daley, mgr., McCann-Erickson, Cleveland, and Max Balkin, Gray ad mgr.

HOWARD L. CHERNOFF (l), gen. mgr., KFMB-TV San Diego, "ropes in" Monte Hall, western star, for new three-year contract. Mr. Hall has won a national award for his child safety campaign.

MAX BERGER (c), pres., New England Provision Co., sponsors *March of Time* on WNAC-TV Boston. Looking on are Linus Travers (l), exec. v. p.-gen. mgr., Yankee Network, and Myron Silton, president, Silton Bros. Inc., ad agency.

W. S. BROWN (l), ad mgr., Canada Dry Co., signs for *Terry & the Pirates* alternate weeks for a year on TV. Watching are (l to r) Bud Austin, Official Films Inc., series dist.; Read Wright, radio-TV dir., J. M. Mathes Inc., Canada Dry agency, and W. T. Okie, Mathes v. p.

COMPLETING final details of pact for home games of Red Wings on WXYZ-TV Detroit are (l to r) A. H. Bentler, sls. promotion mgr., Stroh Brewery Co.; H. S. Wagoner, Stroh v. p. for sales; Budd Lynch, who will announce games, and James G. Riddell, WXYZ Inc. pres.

JAMES C. GILL Co., Norfolk, Va., to sponsor Ziv series, *Boston Blackie*, in Norfolk and Richmond, Va., Charlotte and Greensboro, N. C., markets. Making arrangements (l to r) J. J. Cannon, treas.; C. E. McCurry, Ziv dist. rep.; J. C. Fiveash, pres.; Frank Christian, Lindsay Adv.; J. G. Brockenbrough, v. p., and Jack Ball, v. p. Gill Co. distributes coffee and tea.

POLAN CHALLENGES

Valley Television Protest

POLAN INDUSTRIES, grantee for a new TV station at Youngstown, Ohio, on uhf Ch. 21, has asked FCC to dismiss the "protest" of Valley Television Co., which also seeks the assignment, on grounds that it is "a repetitious pleading totally without merit." FCC denied Valley Television's earlier petition for reconsideration of the grant [B•T, Oct. 20, 13].

Valley Television contended the Sept. 19 grant to Polan Industries, announced by the Commission on Sept. 22, was premature since only 17 working days previous, FCC had finalized the allocation of Ch. 21 to Youngstown and the Commission had not waited the usual 30 days before the grant to allow possible applications by others. Polan Industries, however, asserted "any contention that protestant (who failed to file by July 1 when for all it knew all three channels might have been granted) did not have adequate time to prepare and file an application between July 24 and Sept. 19 approaches the frivolous."

Code Subscriber

KDUB-TV Lubbock, Tex., which will begin operation Thursday, has subscribed to the NARTB Television Code. The new station is the 95th subscriber.

WAAM (TV) FORUM

Exchanges PR Information

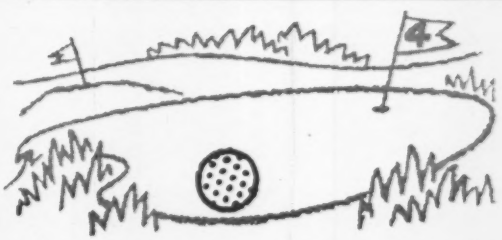
OF 108 original TV stations contacted by WAAM (TV) Baltimore, 44 have responded, giving information on the status of their public relations staffs, WAAM reported last week.

Questionnaire returns disclose the average TV public relations man is responsible for press information, audience promotion, sales promotion and facility tours. Miscellaneous duties include public service programming, supervising TV show ticket distribution, ghostwriting and greeting visitors.

Through its questionnaires, WAAM is seeking to build an organization known as the TV-PR Forum, within which PR men may exchange information and techniques. The 64 non-respondents are urged to participate.

GE Uhf Tuners

PRODUCTION of uhf tuners for its TV sets at the Auburn, N. Y., plant was announced last week by the General Electric Co. Tuners are designed for installation inside the company's vhf sets so that they also can receive uhf. Two types of tuners are to be made. One type, for use in GE sets made since January 1949, will have a list price of $32.90. Other type, for GE sets made before that date, will be listed at $24.95.

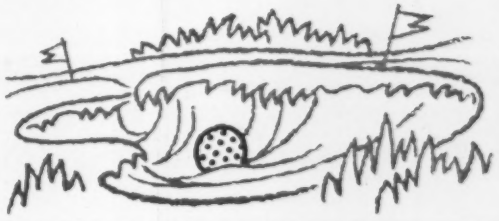


some spots are better than others

In Los Angeles, KNBH TV spots give you quickest sales results. Food advertisers are scoring sensationally with integrated commercials delivered by famous Chef Milani. On Monday thru Friday, 4-4:45 PM, Chef Milani uses sponsors' products in recipes, gets messages across solidly.

For the best spot, at the right time, at the right place use...

KNBH
HOLLYWOOD
Channel 4
NBC
Represented by
NBC SPOT SALES



upcoming

Nov. 9-16: National Radio & Television Week.

Nov. 11: National Conference of Christians and Jews awards luncheon, Washington.

Nov. 13-14: MBS Affiliate meeting, New York City.

Nov. 13-15: Assn. of Independent Metropolitan Stations, Conrad Hilton Hotel, Chicago.

Nov. 17-18: NARTB Copyright Committee, NARTB Hdqrs., Washington.

Nov. 17-18: MBS Affiliate meeting, Chicago.

Nov. 18-19: Oklahoma Broadcasters Assn., fall meeting, Norman, Okla.

Nov. 19-22: Sigma Delta Chi, National convention, Denver.

Nov. 20-21: NARTB Insurance Committee, NARTB Hdqrs., Washington.

Nov. 20-21: MBS Affiliate meeting, Salt Lake City.

Dec. 1-2: MBS Affiliate meeting, Atlanta.

Dec. 1-3: National Assn. of Radio News Directors convention, Cleveland.

Dec. 3: NARTB full Board of Directors, Washington, D. C.

Dec. 4: NARTB Radio Board of Directors, Washington, D. C.

Dec. 4-5: MBS Affiliate meeting, Biloxi, Miss.

Dec. 5-6: Educational TV conference, Indiana U., Bloomington, Indiana.

Dec. 8-9: NARTB TV Board, Cat Cay, Bahamas.

Dec. 8-9: MBS Affiliate meeting, Dallas.

Dec. 27-29: American Marketing Assn., conference, Palmer House, Chicago.

1953

Jan. 3: 83rd Congress convenes, Washington, D. C.

Jan. 12: Theatre TV allocation hearing, Washington.

Feb. 5-7: Southwestern I.R.E. Conference & Electronics Show, Plaza Hotel, San Antonio.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.

April 29-May 2: NARTB Convention, Biltmore Hotel, Los Angeles.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St., New York 19

PROGRAM GRANTS

Made to 13 Schools

AWARDING of grants-in-aid totaling $78,500 to permit 13 colleges and universities in the U. S. to present educational radio and television programs has been announced by the National Assn. of Educational Broadcasters. Money for the project was provided by the Fund for Adult Education of the Ford Foundation and is being administered by the NAEB.

The following received awards for radio projects:

Grinnell College, $3,400, for 13 15-minute *Americana* programs; U. of North Carolina, $5,000, for 13 half-hour *American Adventures* programs; U. of Michigan, $6,000, for 13 half-hour *Freedom to Learn* sketches; U. of Alabama, $5,000, for *Document Deep South* series of 18 half-hour tapes; Boston U., $5,800, for 13 half-hour tapes of *New England Renaissance* series; Indiana U., $3,100, for 13 15-minute *Folklore of Indiana* series; U. of Chicago, $6,500, for several series on political, economic and cultural problems.

Awards for TV projects went to the following:

Wayne U., $2,100 for *The Nationalities That Make America* series of 13 half-hour shows; U. of Miami, $8,200, for 10 15-minute films titled *The Sea*, dealing with the economics of the sea; Stanford U., $8,900 for 13 half-hour kinescopes of *People, Places and Politics* over KPIX (TV) San Francisco; Syracuse U., $6,700 for 13 half-hour telecasts of *Footnotes to America* over WSYR-TV Syracuse; U. of Oklahoma, nine 10-minute films titled *Camp Fires and War Drums* and U. of Minnesota, $8,900, for 10 hour-long telecasts in cooperation with WCCO-TV Minneapolis and the Minneapolis Symphony Orchestra titled *A Great Symphony Orchestra and The Region It Serves.*

UTP Expansion

UNITED TELEVISION PROGRAMS, New York and Chicago, as part of a company expansion, last week announced addition of two more representatives to its sales staff. John Devine, Standard Radio Transcription Services, Chicago, will represent UTP in the Southwest, while George Fisher, regional manager for Snader Telescriptions, N. Y., will be midwest representative. Both Messrs. Devine and Fisher will be under supersion of John Rohrs, UTP midwest regional sales manager.

SCHEDULE of educational radio broadcasts for KVOF (FM), owned and operated by Texas Western College, has been made available to El Paso Public Schools. Schedule for October 1952-January 1953 was offered to teachers as "another tool with which to do the best job of teaching possible." Programs cover a dozen school subjects.

LLOYD E. YODER (r), general manager, KNBC San Francisco, accepts a certificate from Karl B. Justus, divisional director, National Conference of Christians and Jews, awarded for KNBC's 14-week series, *Communism—A Clinical Analysis*, "exposing the dangers of Communism to our cherished way of life."

SNADER SUIT

Answer Due Wednesday

A SUPERIOR Court judge will determine Wednesday in Los Angeles whether Alexander Bisno and Samuel Markovitch should be permanently enjoined from selling outright 750 Snader Telescriptions and other properties without unanimous approval of Louis D. Snader and other partners in Snader Telescriptions Corp. and interlocking companies.

Mr. Snader was granted a show cause temporary restraining order by Judge Frank T. Swain on Oct. 31, the legal action resulting from sale by Messrs. Bisno and Markovitch of the entire telescriptions library to Ben Frye, general manager of Studios Films Inc., Cleveland, for $600,000.

Besides asking for a permanent injunction to prevent sale of the 3½-minute musical films, he petitioned the court for declaratory relief, receivership, accounting and a dissolution of the partnership.

JOHN F. RIDER Publisher Inc., N. Y., announces publication of *Rider's Television Manual Volume 10.* Latest volume in the series will be ready for distribution this month.

BILINGUAL CBFT

Sets up a Program Ratio

PROBLEMS of a two-language TV station are being solved at CBFT Montreal, where the 1.2 million population breaks down to some 900,000 French-speaking and the balance English-speaking.

Because another Canadian Broadcasting Corp. TV station is not expected in the Montreal area for some time (government plans stations in other Canadian cities first), the CBFT staff has had to develop programs which would hold most of the audience for the three hours each evening the station is on the air.

CBFT has been scheduling shows in each of the two languages as well as bilingual programs. Plays and talks have to be done in either language. Variety shows and some sports can be done effectively in both languages. In the first two months of CBFT's operations, September and October, the schedule included a weekly average of about four hours of bilingual programs, with the remainder of the weekly 25 hours favoring French over English.

FCC Cites WGNS

WGNS Murfreesboro, Tenn., a 250-w fulltime outlet on 1450 kc, was ordered by FCC last week to show cause why cease and desist orders should not be issued concerning the operation of the station by Garth Fort Freeze, "an unlicensed operator, and for failure to maintain required operating and program logs." FCC's order also was directed to Mr. Freeze and Cecil Elrod Jr., president and general manager, and requested the parties to inform the FCC by Dec. 15 "of appearance at a hearing to be held at Washington, D. C., to determine whether said cease and desist orders should be issued."

ABC Pacific Coast & Mountain Radio Networks (Nov. 2) started new weekly quarter-hour musical program, featuring Paulena Carter, concert pianist.

It's a WHIZ for Sales!

SUCCESS STORY #2

Account:	Women's apparel
Merchandise:	All-wool winter coats
Advertising:	4 radio announcements
Merchandise sold:	52 coats
Advertising cost:	$14.22
Merchandise cost:	$988.00
Advertising cost ratio:	1.4%

WHIZ · Zanesville
NBC in Southeastern Ohio

INTERCITY TV

Nine Links Opening in '53

NINE new intercity TV links will be opened during 1953 through the equipping of coaxial tubes in cables already built or under construction for video service, according to plans filed with the FCC by the Long Lines Dept. of AT&T and 13 associated companies. Overall 1953 construction program, of which overall cost is estimated at $32 million, will provide three million miles of telephone facilities and some 680,000 miles of telegraph channels for private line telegraph and teletypewriter exchange service, as well as extensive additions to radio and TV networks, the company announced.

New coaxial cable TV channels to be opened during 1953 include: Amarillo-Oklahoma City, Charlotte-Jacksonville, Chattanooga-Knoxville, Dallas-Houston, Dallas-Jackson, Jackson-New Orleans, Little Rock-Memphis, Memphis-St. Louis, Orlando-Tampa.

Plans for making microwave facilities available for connecting Holyoke and Springfield, Mass., and New Britain, Conn., to the nationwide TV network were announced Thursday by the long lines dept. Connections for the three cities would be made to the New York-Boston radio relay system at an intermediate microwave tower about 120 miles north of New York, AT&T said. TV signals would be beamed by microwave antennas to radio relay towers.

Antenna Report

A STUDY of the variations in radiated field intensity about the theoretical pattern factor of a standard broadcast directional antenna has been issued by the Technical Research Div. of FCC's Office of Chief Engineer. The eight-page, highly technical report is titled "Physical Limitations to Directional Antenna Systems in the Standard Broadcast Band" (T.R. R. 1.2.6.) and is available upon request to FCC. Written by Harry Fine, the report can aid in adjusting and maintaining directional arrays.

AMONG 75 commercial and educational broadcasters at the sixth annual Radio Executives Conference held in cooperation with Wisconsin Broadcasters Assn. on the U. of Wisconsin campus Oct. 24-25 were (l to r) Walter Donald, WTCH Shawano; Mrs. Donald, WBA treasurer; Prof. Raymond Stanley, project director of the university's TV laboratory; Mrs. Ben Laird, and Mr. Laird, WDUZ Green Bay, WBA president.

milestones . . .

► ED ALLEN Jr., president-general manager, WDOR Sturgeon Bay, and general manager, WWOC Manitowoc, both Wisconsin, last Thursday celebrated his 22d anniversary in radio.

* * *

► BOB COLVIG, KFSO San Francisco newscaster, completes his 16th year in radio Nov. 15. An informal KSFO staff party will be given in his honor. Mr. Colvig entered radio in 1936, and has been with KSFO since 1946. In addition to his newscasts, he emcees KSFO's *The Hour of Melody.*

* * *

► WMAR-TV Baltimore commemorated its fifth birthday Oct. 27 by issuing a 34-page, illustrated booklet highlighting important events in the station's half-decade span. The booklet chronicles each of the first four years of the *Sunpapers'* CBS-TV outlet and devotes a two-page spread to each of the past 12 months of its fifth year.

* * *

► KBUC Corona, Calif., celebrated its fourth anniversary as "Four Years Old and Twice as Powerful" with its change from 500 w to 1 kw, now effective. E. J. Bucknum is president and general manager.

* * *

► WFIL Philadelphia has aired *Within Our Gates,* a weekly dramatic program promoting intergroup understanding, for the 400th consecutive broadcast. Series has been on the air for more than seven years.

* * *

► JACK BAILEY, m.c. on MBS-Don Lee's *Queen for a Day,* crowned his 2,000th "Queen" and started his ninth year on the Oct. 24 program.

Protest Dismissed

PROTEST of Betty Lou Summers against FCC's action of Sept. 24 renewing the license of WNBW (TV) Washington without hearing was dismissed by the Commission last Thursday on the grounds that no new information was presented that had not already been considered in the renewal action. Miss Summers' protest, filed by Washington attorney Carl L. Shipley, charged that the station promised the winner of a contest on one of WNBW's programs some $4,000 to $5,000 in prizes and then failed to make full value awards [B•T, Oct. 27].

OHIO PRISON RIOT

Well Covered by WHIZ

WHIZ Zanesville, Ohio, flashed news of the Ohio Penitentiary riot moments after it occurred and then via Morgan Beatty's *News of the World,* gave latest developments on NBC to the nation.

Allan Land, WHIZ news editor, arranged for an "on the spot" telephone tape recording for the 6:10 p.m. local newscast. He then contacted NBC in New York. At 6:55 p.m., NBC ordered WHIZ into the 7:30-7:45 program. Necessary lines weren't ready until 7:27. Information compiled by WHIZ was put into readable form by 7:29:30. Mr. Land went on the network at 7:35 p.m.

Following that, Mr. Land, Bill Harper, engineer, and Bob Maley, program director, rushed to Columbus (54 miles from Zanesville) and made the only recording in the state of Gov. Frank Lausche and Warden Ralph Alvis after they concluded an emergency conference. Bill Eberle, WHIZ promotion manager, said the intensive coverage was possible only through the coordination of Bill Hunt, chief engineer, Bob Wagner, sports director, and those mentioned.

KECA-TV Los Angeles *Standard Hour-TV* named "Program of the Month" for November by L. A. 10th District Congress of Calif. Parents & Teachers Assn.

LOVE!
. . . it's wonderful!
. . . we've been going steady with seasoned national and local advertisers for over 18 years, so we're inclined to agree. Make a date with KFYR to cover the agriculturally wealthy North Dakota market.
KFYR
BISMARCK, N. DAK.
5000 WATTS-N.B.C. AFFILIATE
Rep. by John Blair

Radio Homes Count For Five States

(Continued from page 39)

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—KENTUCKY

Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: With Radio 1950: Number	RADIO: With Radio 1950: Per Cent	RADIO: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: With TV: Number	TELEVISION: With TV: Per Cent
Carroll	8,517	2,596	2,560	2,330	91.0	1,667	2,560	135	5.3
Carter	22,559	5,213	5,085	4,340	85.3	2,676	5,030	60	1.2
Casey	17,446	4,119	4,030	3,585	89.0	1,635	4,000	15	0.4
Christian	42,359	10,623	10,565	9,545	90.3	4,906	10,500	85	0.8
Clark	18,898	5,446	5,200	4,800	92.3	3,431	5,285	40	0.8
Clay	23,116	4,683	4,735	3,830	80.9	1,496	4,660	30	0.6
Clinton	10,605	2,529	2,545	2,230	87.6	959	2,510	15	0.6
Crittenden	10,818	3,150	3,110	2,755	88.6	2,006	3,090	20	0.6
Cumberland	9,309	2,396	2,380	2,085	87.6	1,055	2,380	10	0.4
Davies	57,241	15,619	15,420	14,735	95.6	9,928	15,225	110	0.7
Edmonson	9,376	2,343	2,335	2,060	88.2	1,117	2,330	20	0.9
Elliott	7,085	1,517	1,485	1,315	88.6	707	1,490	20	1.3
Estill	14,677	3,625	3,400	2,885	84.9	1,784	3,380	25	0.7
Fayette	100,746	27,124	26,770	25,560	95.5	16,678	26,710	525	2.0
Fleming	11,962	3,386	3,325	3,045	91.6	2,166	3,320	85	2.6
Floyd	53,500	11,466	11,340	10,175	89.7	5,906	11,300	90	0.8
Franklin	25,933	7,407	7,390	7,050	95.4	4,748	7,375	140	1.9
Fulton	13,668	3,912	3,840	3,510	91.4	2,486	3,835	35	0.9
Gallantin	3,969	1,178	1,155	1,070	92.6	660	1,135	60	5.3
Garrard	11,029	3,082	2,970	2,750	92.6	1,817	2,955	20	0.7
Grant	9,809	2,917	2,815	2,565	91.1	1,772	2,790	200	7.2
Graves	31,364	9,447	9,345	8,760	93.7	5,305	9,280	65	0.7
Grayson	17,063	4,560	4,480	4,055	90.5	1,804	4,465	35	0.8
Green	11,261	3,183	3,180	2,900	91.2	1,547	3,165	35	1.1
Greenup	24,887	6,230	5,950	5,420	91.1	3,395	5,880	125	2.1
Hancock	6,009	1,725	1,695	1,515	89.4	939	1,695	20	1.2
Hardin	50,312	10,376	10,330	9,600	92.9	3,605	10,295	575	5.6
Harlan	71,751	16,151	15,885	14,270	89.8	10,204	15,690	100	0.6
Harrison	13,736	4,240	4,085	3,835	93.9	2,973	2,150	190	8.8
Hart	15,321	4,293	4,200	3,735	88.9	2,121	4,170	30	0.7
Henderson	30,715	8,924	8,825	8,140	92.2	5,029	8,835	185	2.1
Henry	11,394	3,372	3,335	3,070	92.1	2,273	3,070	105	3.4
Hickman	7,778	2,225	2,205	2,035	92.3	1,384	2,205	25	1.1
Hopkins	38,815	11,146	11,090	10,145	91.5	6,546	10,770	55	0.5
Jackson	13,101	3,045	2,935	2,370	80.7	1,049	2,920	20	0.7
Jefferson	484,615	139,257	137,340	132,325	96.3	90,710	136,910	14,610	10.7
Jessamine	12,458	3,421	3,410	3,080	90.3	2,172	3,390	5	0.1
Johnson	23,846	5,667	5,530	5,020	90.8	2,757	5,520	55	1.1
Kenton	104,254	31,242	31,035	30,200	97.3	23,546	30,890	8,445	27.3
Knott	20,320	4,054	3,995	3,215	80.5	1,276	4,005	25	0.6
Knox	30,409	6,958	6,975	6,005	86.1	2,766	6,945	90	1.3
Larue	9,956	2,804	2,715	2,460	90.6	1,424	2,695	50	1.9
Laurel	25,797	6,164	6,045	5,360	88.7	2,404	6,020	40	0.7
Lawrence	14,418	3,528	3,455	3,100	89.7	1,668	3,450	15	0.4
Lee	8,739	2,105	2,170	1,845	85.0	936	2,155	..	..
Leslie	15,537	3,005	2,935	2,495	85.0	611	2,875	15	0.5
Letcher	39,522	8,615	8,585	7,545	87.9	4,455	8,415	60	0.7
Lewis	13,520	3,403	3,175	2,850	89.8	1,722	3,135	20	0.6
Lincoln	18,668	4,802	4,705	4,295	91.3	2,525	4,695	45	1.0
Livingston	7,184	2,044	1,995	1,705	85.5	1,282	1,990	25	1.3
Logan	22,335	6,119	6,080	5,535	91.0	3,378	6,060	70	1.2
Lyon	6,853	1,657	1,620	1,460	90.1	974	1,615	10	0.6
McCracken	49,137	14,941	14,870	13,845	93.1	9,318	14,795	85	0.6
McGreary	16,660	3,586	3,620	2,915	80.5	1,536	3,620	20	0.6
McLean	10,021	2,840	2,820	2,640	93.6	1,891	2,820	30	1.1
Madison	31,179	8,246	8,190	7,585	92.6	4,163	8,130	65	0.8
Magoffin	13,839	2,957	2,965	2,385	80.4	1,016	2,965	30	1.0
Marion	17,212	4,043	3,930	3,590	91.3	2,243	3,875	30	0.8
Marshall	13,387	4,019	3,920	3,575	91.2	2,518	3,870	25	0.6
Martin	11,677	2,351	2,305	1,955	84.8	680	2,280	20	0.9
Mason	18,486	5,401	5,350	5,020	93.8	3,648	5,355	210	3.9
Meade	9,422	2,422	2,085	1,895	90.9	1,309	2,085	175	8.4
Menifie	4,798	1,151	1,105	945	85.5	405	1,110	15	1.4
Mercer	14,643	4,354	4,300	4,040	94.0	2,760	4,280	70	1.6
Metcalfe	9,851	2,665	2,655	2,410	90.8	1,237	2,630	20	0.8
Monroe	13,770	3,491	3,460	3,040	87.9	1,576	3,435	30	0.9
Montgomery	13,025	3,625	3,595	3,330	92.6	1,965	3,580	40	1.1
Morgan	13,624	3,163	3,170	2,705	85.3	1,197	3,135	50	1.6
Muhlenberg	32,501	8,623	8,555	7,635	89.2	4,870	8,515	115	1.4
Nelson	19,521	4,713	4,725	4,345	92.0	2,614	4,690	170	3.6
Nicholas	7,532	2,239	2,210	2,030	91.9	1,668	2,195	70	3.2
Ohio	20,840	5,903	6,030	5,180	85.9	3,080	5,905	30	0.5
Oldham	11,018	2,509	2,485	2,345	94.4	1,472	2,470	160	6.5
Owen	9,755	2,841	2,895	2,700	93.3	1,877	2,885	150	5.2
Owsley	7,324	1,694	1,620	1,355	83.6	618	1,595	15	0.9
Pendleton	9,610	2,881	2,805	2,640	94.1	1,924	2,810	180	6.4
Perry	46,566	9,866	9,860	8,800	89.2	5,438	9,735	70	0.7
Pike	81,154	17,632	17,495	15,870	90.7	7,115	17,095	285	1.7
Powell	6,812	1,623	1,555	1,215	78.1	588	1,555	—	—
Pulaski	38,452	9,906	9,815	8,870	90.4	4,611	9,790	155	1.6
Robertson	2,881	854	840	770	91.7	640	820	35	4.3
Rockcastle	13,925	3,325	3,275	2,695	82.3	1,207	3,280	45	1.4
Rowan	12,708	3,005	3,045	2,620	86.0	1,473	2,990	35	1.2
Russell	13,717	3,458	3,405	3,040	89.3	1,172	3,415	30	0.9
Scott	15,141	4,328	4,340	4,050	93.3	2,800	4,305	70	1.6
Shelby	17,912	5,054	4,975	4,670	93.9	3,384	4,925	210	4.3
Simpson	11,678	3,399	3,395	3,240	95.4	1,818	3,390	25	0.7
Spencer	6,157	1,639	1,655	1,530	92.4	1,043	1,650	50	3.0
Taylor	14,403	3,882	3,895	3,615	92.8	1,961	3,885	70	1.8
Todd	12,890	3,635	3,625	3,260	89.9	1,713	3,600	15	0.4
Trigg	9,683	2,578	2,550	2,300	90.2	1,527	2,540	10	0.4
Trimble	5,148	1,426	1,430	1,305	91.3	930	1,290	50	3.9
Union	14,893	4,203	4,105	3,750	91.4	2,970	4,110	20	0.5
Warren	42,758	11,996	11,935	11,035	92.5	5,787	11,890	75	0.6
Washington	12,777	3,186	3,180	2,995	94.2	1,961	3,160	95	3.0
Wayne	16,475	3,921	3,955	3,320	83.9	1,357	3,935	20	0.5
Webster	15,555	4,883	4,945	4,345	87.9	2,977	4,925	25	0.5
Whitley	31,940	7,722	7,630	6,705	87.9	3,340	7,590	105	1.4
Wolfe	7,615	1,725	1,675	1,375	82.1	646	1,660	5	0.3
Woodford	11,212	3,147	3,095	2,840	91.8	2,109	3,075	30	1.0

* Not available.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—MISSISSIPPI

Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: With Radio 1950: Number	RADIO: With Radio 1950: Per Cent	RADIO: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: With TV: Number	TELEVISION: With TV: Per Cent
The State	2,178,914	554,765	548,625	463,670	84.5	205.613	545,715	5,225	1.0
Urban and rural Nonfarm	1,081,707	307,259	303,475	264,645	87.2	118,466	301,640	2.545	0.8
Urban	607,162	173,843	172,025	154,780	90.0	71,289	170,840	1,285	0.8
Rural Nonfarm	474,545	133,416	131,450	109,865	83.6	47,177	130,800	1,260	1.0
Rural farm	1,097,207	247,506	245,150	199,025	81.2	87,147	244,075	2,680	1.1
S.M.A.									
Jackson	142,164	37,599	37,130	33,940	91.4	14,728	36,885	240	0.7
Jackson Urbanized Area	100,261	27,555	27,150	25,550	94.1	*	26,925	175	0.6
URBAN PLACES									
Biloxi	37,425	7,980	7,940	7,430	93.6	2,837	7,945	50	0.6
Clarksdale	16,539	4,957	4,930	4,305	87.3	1,860	4,905	55	1.1
Columbus	17,172	4,764	4,715	4,065	86.2	2,140	4,675	60	1.3
Greenville	29,936	8,732	8,670	7,605	87.7	3,224	8,645	5	0.1
Greenwood	18,061	5,447	5,435	4,785	88.0	2,508	5,430	60	1.1
Gulfport	22,659	6,354	6,300	5,730	91.0	2,668	6,270	105	1.7
Hattiesburg	29,474	8,412	8,455	7,785	92.1	3,306	8,390	10	0.1
Jackson	98,271	26,978	26,580	24,985	94.0	11,527	26,370	175	0.7
Laurel	25,038	7,211	7,080	6,360	89.8	3,093	6,985	70	1.0
McComb	10,401	3,245	3,230	2,995	92.7	2,012	3,230	40	1.2
Meridian	41,893	12,567	12,535	10,980	87.6	5,486	12,525	55	0.4
Natchez	22,740	6,603	6,475	5,585	86.3	2,257	6,470	40	0.6
Pascagoula	10,805	2,976	2,950	2,815	95.4	1,119	2,935	20	0.7
Tupelo	11,527	3,545	3,520	3,305	93.9	1,548	3,475	35	1.0
Vicksburg	27,948	8,687	8,450	7,440	88.0	4,188	8,415	50	0.6
COUNTIES									
Adams	32,256	8,915	8,765	7,225	82.4	2,798	8,730	50	0.6
Alcorn	27,158	7,456	7,395	6,825	92.3	3,702	7,350	75	1.0
Amite	19,261	4,621	4,550	3,630	79.8	1,697	4,555	35	0.8
Attala	26,652	6,542	6,520	5,590	85.7	2,637	6,480	95	1.5
Benton	8,793	2,062	2,040	1,530	75.0	757	2,045	25	1.2
Bolivar	63,004	15,914	15,955	12,425	77.9	4,889	15,890	85	0.5
Calhoun	18,369	4,704	4,690	4,155	88.6	2,333	4,665	45	1.0
Carroll	15,499	3,560	3,475	2,720	78.3	1,487	3,480	30	0.9
Chickasaw	18,951	4,806	4,775	4,045	84.7	1,942	4,775	50	1.0
Choctaw	11,009	2,738	2,770	2,400	86.6	1,138	2,745	40	1.5
Clairborne	11,944	3,021	3,010	2,280	75.7	829	3,040	70	2.3
Clarke	19,362	4,811	4,790	3,760	78.5	1,835	4,805	135	2.8
Clay	17,757	4,538	4,510	3,550	78.7	1,681	4,500	20	0.4
Coahoma	49,361	13,196	13,040	10,635	81.6	3,840	13,005	105	0.8
Copiah	30,493	7,825	7,840	6,420	81.9	3,058	7,815	45	0.6
Covington	16,036	3,843	3,815	3,275	85.8	1,514	3,820	5	0.1
De Soto	24,599	5,941	5,975	4,690	78.5	1,446	5,925	245	4.1
Forrest	45,055	12,357	12,340	11,295	91.5	4,814	12,260	25	0.2
Franklin	10,929	2,866	2,610	2,350	90.0	1,111	2,675	10	0.4
George	10,012	2,494	2,510	2,105	83.9	733	2,500	15	0.6
Greene	8,215	1,952	1,855	1,560	84.1	689	1,860	50	2.7
Grenada	18,830	4,920	4,840	4,075	84.2	1,720	4,850	45	0.9
Hancock	11,891	3,139	3,090	2,690	87.1	1,285	3,030	70	2.3
Harrison	84,073	21,031	20,875	19,175	91.9	7,815	20,825	200	1.0
Hinds	142,164	37,599	37,130	33,940	91.4	14,728	36,885	240	0.7
Holmes	33,301	8,088	7,895	5,825	73.8	2,460	7,875	105	1.3
Humphreys	23,115	5,582	5,585	4,400	78.8	1,763	5,545	70	1.3
Issaquena	4,966	1,273	1,295	945	73.0	297	1,280	5	0.4
Itawamba	17,216	4,372	4,365	3,975	91.1	1,636	4,345	50	1.2
Jackson	31,401	8,433	8,265	7,530	91.1	3,113	8,215	30	0.4
Jasper	18,912	4,376	4,310	3,475	80.6	1,409	4,270	45	1.1
Jefferson	11,306	2,958	2,950	2,215	75.1	641	2,950	25	0.8

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Area	Total population	Total occupied dwelling units	RADIO				TELEVISION		
				With Radio 1950				With TV	
			Number reporting	Number	Per Cent	1940 Radio Homes	Number reporting	Number	Per Cent
Jefferson Davis	15,500	3,611	3,580	2,910	81.3	1,051	3,535	35	1.0
Jones	57,235	14,813	14,590	13,075	89.6	6,136	14,450	110	0.8
Kemper	15,893	3,695	3,795	2,880	75.9	1,248	3,785	20	0.5
Lafayette	22,798	5,392	5,290	4,700	88.8	2,054	5,260	70	1.3
Lamor	13,225	3,421	3,390	2,985	88.1	1,143	3,365	15	0.4
Lauderdale	64,171	18,128	17,930	15,240	85.0	7,109	17,865	95	0.5
Lawrence	12,639	3,125	3,030	2,605	86.0	956	3,035	50	1.6
Leake	21,610	5,276	4,970	4,430	89.1	1,858	4,980	70	1.4
Lee	38,237	10,375	10,335	9,455	91.5	4,734	10,210	110	1.1
Leflore	51,813	13,275	13,245	10,475	79.1	4,961	13,190	135	1.0
Lincoln	27,899	7,248	7,170	6,395	89.2	2,722	7,155	45	0.6
Lowndes	37,852	9,564	9,550	7,655	80.2	3,583	9,450	80	0.8
Madison	33,860	7,909	7,910	6,300	79.6	2,640	7,655	55	0.7
Marion	23,967	6,223	6,185	5,220	84.4	2,081	6,145	45	0.7
Marshall	25,106	5,681	5,565	4,420	79.4	1,375	5,560	120	2.2
Monroe	36,543	9,553	9,495	8,150	85.8	3,706	9,470	55	0.6
Montgomery	14,470	3,781	3,595	2,970	82.6	1,532	3,525	20	0.6
Neshoba	25,730	6,442	6,355	5,665	89.1	2,407	6,240	60	1.0
Newton	22,681	5,692	5,765	4,880	84.6	2,123	5,735	25	0.4
Noxubee	20,022	4,809	4,695	3,015	64.2	1,089	4,695	30	0.6
Oktibbeha	24,569	5,485	5,490	4,500	82.0	1,870	5,470	40	0.7
Panola	31,271	7,808	7,730	6,375	82.5	2,909	7,735	160	2.1
Pearl River	20,641	5,392	5,280	4,765	90.2	2,360	5,255	65	1.2
Perry	9,108	2,218	2,160	1,865	86.3	759	2,165	10	0.5
Pike	35,137	9,288	9,235	8,000	86.6	4,204	9,215	75	0.8
Pontotoc	19,994	5,350	5,320	4,815	90.5	2,414	5,310	50	0.9
Prentiss	19,810	5,239	5,165	4,650	90.0	2,276	5,170	65	1.3
Quitman	25,885	6,342	6,345	5,010	79.0	2,645	6,290	145	2.3
Rankin	28,881	5,879	5,780	5,090	88.1	2,064	5,710	75	1.3
Scott	21,681	5,339	5,165	4,310	83.4	2,072	5,010	60	1.2
Sharkey	12,903	3,248	3,240	2,515	77.6	1,355	3,220	..	..
Simpson	21,819	5,269	5,115	4,595	89.8	2,066	5,120	35	0.7
Smith	16,740	4,002	3,820	3,360	88.0	1,670	3,745	80	2.1
Stone	6,264	1,653	1,685	1,525	90.5	639	1,685	5	0.3
Sunflower	56,031	13,235	13,155	10,320	78.4	4,644	13,130	105	0.8
Tallahatchie	30,486	7,479	7,415	5,660	76.3	2,659	7,385	130	1.8
Tate	18,011	4,468	4,345	3,395	78.1	1,550	4,350	75	1.7
Tippah	17,522	4,402	4,370	3,990	91.3	2,128	4,365	55	1.3
Tishomingo	15,544	4,055	4,130	3,865	93.6	1,852	4,125	65	1.6
Tunica	21,664	5,617	5,440	4,020	73.9	1,365	5,430	120	2.2
Union	20,262	5,524	5,435	4,980	91.6	2,656	5,435	60	1.1
Walthall	15,563	3,611	3,555	3,025	85.1	1,288	3,565	55	1.5
Warren	39,616	11,965	11,605	9,785	84.3	5,371	11,545	65	0.6
Washington	70,504	19,321	19,225	15,645	81.4	6,267	19,105	35	0.2
Wayne	17,010	4,032	3,795	3,200	84.3	1,122	3,750	20	0.5
Webster	11,607	3,037	3,070	2,705	88.1	1,457	3,025	5	0.2
Wilkinson	14,116	3,416	3,335	2,790	83.7	1,242	3,325	20	0.6
Winston	22,231	5,377	5,360	4,510	84.1	1,758	5,345	35	0.7
Yalobusha	15,191	3,885	3,775	3,185	84.4	1,770	3,765	30	0.8
Yazoo	35,712	8,883	8,715	7,085	81.3	2,876	8,675	100	1.2

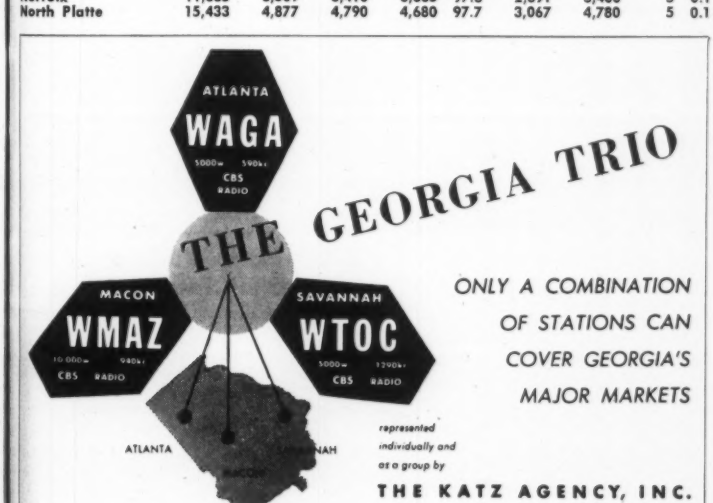
* Not available.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—NEBRASKA

Area	Total population	Total occupied dwelling units	RADIO				TELEVISION		
				With Radio 1950				With TV	
			Number reporting	Number	Per Cent	1940 Radio Homes	Number reporting	Number	Per Cent
The State	1,325,510	394,148	382,070	369,430	96.7	298,790	379,250	10,015	2.6
S.M.A.									
Lincoln	119,742	35,991	35,340	34,690	98.2	26,329	35,120	670	1.9
Lincoln Urbanized Area	99,509	30,858	30,145	29,650	98.4	*	30,030	555	1.8
Omaha	366,395	105,407	102,810	100,625	97.9	80,666	101,780	7,445	7.3
Omaha Urbanized Area	310,291	90,094	87,715	85,900	97.9	*	86,760	6,505	7.5
URBAN PLACES									
Beatrice	11,813	3,893	3,820	3,720	97.4	2,868	3,805	25	0.7
Fremont	14,762	4,726	4,560	4,480	98.2	3,133	4,525	225	5.0
Grand Island	22,682	7,055	6,980	6,770	97.0	4,944	6,945	45	0.6
Hastings	20,211	6,288	6,225	6,135	98.1	3,984	6,255	20	0.3
Kearney	12,115	3,689	3,595	3,495	97.2	2,347	3,570	25	0.7
Lincoln	98,884	30,683	29,960	29,465	98.3	22,887	29,845	555	1.9
Norfolk	11,335	3,509	3,410	3,335	97.8	2,691	3,400	5	0.1
North Platte	15,433	4,877	4,790	4,680	97.7	3,067	4,780	5	0.1

Area	Total population	Total occupied dwelling units	RADIO				TELEVISION		
				With Radio 1950				With TV	
			Number reporting	Number	Per Cent	1940 Radio Homes	Number reporting	Number	Per Cent
Omaha	251,117	72,707	70,685	69,240	98.0	56,757	69,855	5,180	7.4
Scottsbluff	12,858	4,022	3,890	3,735	96.0	2,638	3,885	5	0.1
COUNTIES									
Adams	28,855	8,167	8,090	7,905	97.7	5,453	8,080	30	0.4
Antelope	11,624	3,522	885	850	96.0	2,770	880	25	2.8
Arthur	803	224	200	185	92.5	194	200	....	..
Banner	1,325	366	355	350	98.6	302	340	....	..
Blaine	1,203	326	325	320	98.5	307	325	....	..
Boone	10,721	3,069	2,975	2,855	96.0	2,369	2,965	40	1.3
Box Butte	12,279	3,593	3,510	3,375	96.2	2,469	3,485	25	0.7
Boyd	4,911	1,447	1,450	1,375	94.8	1,149	1,445	....	..
Brown	5,164	1,537	1,550	1,445	93.2	1,175	1,550	....	..
Buffalo	25,134	7,603	7,485	7,225	96.5	5,230	7,330	40	0.5
Burt	11,536	3,572	3,510	3,430	97.7	2,950	3,490	45	1.3
Butler	11,432	3,558	3,510	3,280	93.4	2,621	3,490	35	1.0
Cass	16,361	5,116	4,975	4,780	96.1	4,097	4,865	240	4.9
Cedar	13,843	3,736	3,680	3,580	97.3	3,091	3,625	30	0.8
Chase	5,176	1,563	1,505	1,450	96.3	1,073	1,490	5	0.3
Cherry	8,397	2,351	2,225	2,135	96.0	1,808	2,185	15	0.7
Cheyenne	12,081	3,484	3,435	3,340	97.2	2,102	3,440	....	..
Clay	8,700	2,887	2,830	2,730	96.5	2,427	2,820	15	0.5
Colfax	10,010	3,176	3,115	3,025	97.1	2,422	3,060	20	0.7
Cuming	12,994	3,641	3,640	3,575	98.2	2,895	3,640	70	1.9
Custer	19,170	5,806	5,740	5,365	93.5	4,656	5,645	25	0.4
Dakota	10,401	2,911	2,995	2,900	96.8	2,097	2,990	35	1.2
Dawes	9,708	2,948	2,970	2,810	94.6	2,350	2,950	30	1.0
Dawson	19,393	5,805	5,725	5,435	94.9	3,914	5,700	40	0.7
Deuel	3,330	1,011	945	935	98.9	770	950	10	1.1
Dixon	9,129	2,656	2,365	2,320	98.1	2,287	2,535	20	0.8
Dodge	26,265	8,236	7,970	7,835	98.3	5,948	7,920	355	4.5
Douglas	281,020	80,744	78,400	76,775	97.9	62,150	77,510	5,900	7.6
Dundy	4,354	1,326	1,310	1,230	93.9	961	1,315	....	..
Fillmore	9,610	3,120	3,015	2,880	95.5	2,534	2,985	70	2.3
Franklin	7,096	2,249	2,280	2,170	95.2	1,548	2,270	15	0.7
Frontier	5,282	1,616	1,585	1,495	94.3	1,290	1,585	10	0.6
Furnas	9,385	3,042	3,025	2,900	95.9	2,212	2,995	15	0.5
Gage	28,052	8,437	8,280	7,995	96.6	6,748	8,265	55	0.7
Garden	4,114	1,238	1,210	1,145	94.6	976	1,205	....	..
Garfield	2,912	889	860	805	93.6	663	835	10	1.2
Gasper	2,734	823	810	795	98.1	672	815	....	..
Grant	1,057	301	305	295	96.7	274	305	....	..
Greeley	5,575	1,521	1,505	1,390	92.4	1,191	1,505	5	0.3
Hall	32,186	9,706	9,610	9,280	96.6	6,637	9,135	65	0.7
Hamilton	8,778	2,779	2,655	2,600	97.9	2,209	2,600	25	1.0
Harlan	7,189	2,239	2,210	2,095	94.8	1,460	2,210	20	0.9
Hayes	2,404	696	680	660	97.1	546	680	....	..
Hitchcock	5,867	1,786	1,760	1,685	95.7	1,291	1,750	....	..
Holt	14,859	4,255	4,165	3,985	95.7	3,288	4,125	40	1.0
Hooker	1,061	328	310	275	88.7	244	310	5	1.6
Howard	7,226	2,259	2,310	2,185	94.6	1,715	2,300	55	2.4
Jefferson	13,623	4,340	4,285	4,020	93.8	3,674	4,265	55	1.3

(Continued on page 104)



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Media Anxious to Cooperate

RADIO and television stations are anxious to cooperate with public relations practitioners in promoting community and public service causes, Eugene Juster, general manager of WRC-WNBW (TV) Washington, told a television workshop sponsored by the National Capital Forge, American Public Relations Assn.

Interviewed last Monday at a panel luncheon moderated by Edgar Parsons, American Automobile Assn., Mr. Juster answered a series of questions dealing with network and station policy on public interest programming. He contended the public service factor in a radio or TV program was unchanged by the presence or lack of a sponsor. Tom Tausig, program operations director of WTOP-TV Washington, will be interviewed at the second workshop panel today. Meetings are held at the Lafayette Hotel, Washington, D. C.

PAB Plans May Meeting

PENNSYLVANIA Assn. of Broadcasters will hold its annual meeting in May, it was announced last week by the PAB board of directors who met in Harrisburg's Penn Harris Hotel Oct. 30.

Mister Fred Norman
Grant Advurtising Inc.
Chicago, U.S.A.

Dere Fred:

You fellers there in Chi. haz a newzpapur which I seen th' othur day on th' boss' desk. Th' paper is named fer Wall St. which I thot was in N.Y. but th' paper is there in Chicago. Anyhow, it had a story tellin' how chemicul plants are a'boomin' ond makin' big sales. That makes us happy here in th' Kanawha Valley of W. Va. becuz we hev the fifth biggest area in the hull country fer makin' chemicul stuff. Good old WCHS (25 yrs.) with 5,000 on 580 is on th' radeo 24 hours evry day with programs fer this markit. Chemiculs may smell funny but they rilly make money.

Yrs.,
Algy

WCHS Charleston, W. Va.

Radio Homes Count For Five States

(Continued from page 103)

Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: With Radio 1950 Number	RADIO: With Radio 1950 Per Cent	RADIO: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: With TV Number	TELEVISION: With TV Per Cent
Johnson	7,251	2,292	2,245	2,180	97.1	1,986	2,230	40	1.8
Kearney	6,409	2,001	2,025	1,980	97.8	1,594	2,020	10	0.5
Keith	7,449	2,190	2,165	2,050	94.7	1,746	2,155	15	0.7
Keya Paha	2,160	613	595	540	90.8	602	590	....	..
Kimball	4,283	1,269	1,285	1,220	94.9	880	1,280	15	1.2
Knox	14,820	4,345	4,055	3,870	95.4	3,244	4,050	70	1.7
Lancaster	119,742	35,991	35,340	34,690	98.2	26,329	35,120	670	1.9
Lincoln	27,380	8,321	8,235	7,975	96.8	5,621	8,240	30	0.4
Logan	1,357	380	390	380	97.4	313	390	....	..
Loup	1,348	383	360	355	98.6	349	370	5	1.4
McPherson	825	232	235	220	93.6	205	235	....	..
Madison	24,338	6,975	6,860	6,685	88.7	5,477	6,840	55	0.8
Merrick	8,812	2,755	2,610	2,535	97.1	2,142	2,600	35	1.3
Morrill	8,263	2,340	2,380	2,220	93.3	1,840	2,375	15	0.6
Nance	6,512	1,920	1,915	1,870	97.7	1,504	1,895	5	0.3
Nemaha	10,973	3,438	3,385	3,270	96.6	3,108	3,390	65	1.9
Nuckolls	9,609	3,018	2,980	2,880	96.6	2,207	2,990	25	0.8
Otoe	17,056	5,299	5,240	5,095	97.2	4,601	5,245	145	2.8
Pawnee	6,744	2,148	2,105	2,025	96.2	1,863	2,085	50	2.4
Perkins	4,809	1,382	1,365	1,310	96.0	1,062	1,360	....	..
Phelps	9,048	2,855	2,810	2,720	96.8	2,076	2,795	10	0.4
Pierce	9,405	2,753	945	920	97.4	2,159	930	....	..
Platte	19,910	5,565	5,525	5,330	96.5	3,961	5,520	75	1.4
Polk	8,044	2,529	2,520	2,455	97.4	2,030	2,475	130	5.3
Red Willow	12,977	3,970	3,890	3,785	97.3	2,647	3,860	30	0.8
Richardson	16,886	5,210	5,100	4,915	96.4	4,351	5,085	60	1.2
Rock	3,026	920	915	860	94.0	781	925	20	2.2
Saline	14,046	4,651	4,670	4,440	95.1	3,541	4,645	20	0.4
Sarpy	15,693	4,043	4,010	3,890	97.0	2,257	4,005	230	5.7
Saunders	16,923	5,333	5,225	5,065	96.9	4,193	5,185	185	3.6
Scotts Bluff	33,939	9,750	9,555	9,080	95.0	6,895	9,525	60	0.6
Seward	13,155	4,089	4,105	3,985	97.1	3,172	4,075	35	0.9
Sheridan	9,539	2,779	2,715	2,505	92.3	2,122	2,705	5	0.2
Sherman	6,421	1,868	1,885	1,765	93.6	1,363	1,865	15	0.8
Sioux	3,124	918	915	840	91.8	767	920	5	0.5
Stanton	6,387	1,876	1,930	1,900	98.4	1,468	1,935	15	0.8
Thayer	10,563	3,306	3,230	3,150	97.5	2,676	3,235	20	0.6
Thomas	1,206	375	360	330	91.7	317	355	....	..
Thurston	8,590	2,288	2,245	1,950	86.9	1,734	2,230	35	1.6
Valley	7,252	2,294	2,280	2,145	94.1	1,738	2,290	15	0.7
Washington	11,511	3,436	3,085	3,010	97.6	2,713	3,060	220	7.2
Wayne	10,129	2,810	2,760	2,725	98.7	2,316	2,750	40	1.5
Webster	7,395	2,380	2,315	2,220	95.9	1,691	2,310	10	0.4
Wheeler	1,526	425	390	335	85.9	392	390	5	1.3
York	14,346	4,428	4,380	4,290	97.9	3,544	4,350	30	0.7

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—NEW MEXICO

Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: With Radio 1950 Number	RADIO: With Radio 1950 Per Cent	RADIO: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: With TV Number	TELEVISION: With TV Per Cent
The State	681,187	176,993	172,515	148,265	85.9	66,609	171,990	2,190	1.3
Urban and rural nonfarm	549,364	147,077	142,970	126,275	88.3	52,504	142,550	1,955	1.4
Urban	341,889	96,788	94,610	88,425	93.5	32,680	94,340	1,435	1.5
Rural nonfarm	207,475	50,289	48,360	37,850	78.3	19,824	84,210	520	1.1
Rural farm	131,823	29,916	29,545	21,990	74.4	14,105	29,440	235	0.8
S.M.A.									
Albuquerque	145,673	40,240	39,490	37,200	94.2	12,688	39,395	1,470	3.7
URBAN PLACES (10,000 or more)									
Albuquerque	96,815	28,524	27,890	26,750	95.9	8,073	27,835	1,030	3.7
Carlsbad	17,975	5,202	5,130	4,775	93.1	1,442	5,110	10	0.2
Clovis	17,318	5,148	5,040	4,755	94.3	2,179	5,025	30	0.6
Hobbs	13,875	4,200	4,220	4,025	95.4	2,251	4,220	15	0.4
Las Cruces	12,325	3,346	3,315	3,010	90.8	1,336	3,305	10	0.3
Roswell	25,738	7,623	7,450	6,880	92.3	2,533	7,420	40	0.5
Santa Fe	27,998	7,071	6,670	6,125	91.8	3,316	6,650	35	0.5
COUNTIES									
Bernalillo	145,673	40,240	39,490	37,200	94.2	12,688	39,395	1,470	3.7
Catron	3,533	938	910	725	79.7	550	905	15	1.7

Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: With Radio 1950 Number	RADIO: With Radio 1950 Per Cent	RADIO: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: With TV Number	TELEVISION: With TV Per Cent
Chaves	40,605	10,952	10,830	9,925	91.6	3,955	10,780	60	0.6
Colfax	16,761	4,424	4,285	3,765	87.9	3,014	4,290	10	0.2
Curry	23,351	6,871	6,740	6,410	95.1	3,502	6,725	35	0.5
De Baca	3,464	1,001	995	895	89.9	490	1,000	10	1.0
Dona Ana	39,557	9,661	9,530	8,370	87.8	3,695	9,485	45	0.5
Eddy	40,640	11,143	10,965	10,035	91.5	3,867	10,945	30	0.3
Grant	21,649	5,775	5,725	5,160	90.1	2,993	5,640	10	0.2
Guadalupe	6,772	1,625	1,655	1,175	71.0	551	1,655	30	1.8
Harding	3,013	754	680	535	78.7	450	635	..	..
Hidalgo	5,095	1,372	1,330	1,165	87.6	737	1,360	..	..
Lea	30,717	9,027	8,760	8,160	93.2	4,254	8,800	30	0.3
Lincoln	7,409	2,011	1,870	1,475	78.9	1,094	1,875	5	0.3
Los Alamos†	10,476	2,800	2,715	2,690	99.1	*	2,705	45	1.7
Luna	8,753	2,325	2,140	1,785	83.4	970	2,130	20	0.9
McKinley	27,451	5,640	5,315	2,980	56.1	2,283	5,285	35	0.7
Mora	8,720	2,054	2,030	1,160	57.1	333	2,000	10	0.5
Otero	14,909	3,872	3,835	3,300	86.0	1,315	3,845	15	0.4
Quay	13,971	3,971	3,985	3,630	91.1	2,069	3,990	40	1.0
Rio Arriba	24,997	5,648	5,175	3,610	69.8	1,039	5,185	40	0.8
Roosevelt	16,409	4,674	4,525	4,355	96.2	2,087	4,520	35	0.7
Sandoval †	12,438	2,627	2,575	1,500	58.3	743	2,520	30	1.2
San Juan	18,292	4,189	4,085	2,490	61.0	1,385	4,070	10	0.2
San Miguel	26,512	6,087	5,985	4,375	73.1	2,029	5,965	20	0.3
Santa Fe †	38,153	9,517	8,985	7,955	88.5	4,074	8,960	50	0.6
Sierra	7,186	2,454	2,385	2,115	88.7	877	2,375	5	0.2
Socorro	9,670	2,358	2,335	1,835	78.6	881	2,305	10	0.4
Taos	17,146	3,882	3,730	2,130	57.1	921	3,770	20	0.5
Torrance	8,012	2,012	1,940	1,520	78.4	970	1,930	5	0.3
Union	7,372	2,048	1,995	1,770	88.7	1,366	1,995	..	..
Valencia	22,481	5,041	5,015	4,070	81.2	1,427	4,990	50	1.0

† Los Alamos organized from parts of Sandoval and Santa Fe in 1949.
* Not available.

GRADE A—100% PURE

Vermont Maple Syrup

1952 Crop—Ideal for Christmas Gifts

Hot-packed • Vacuum-sealed • Safe to store anywhere

Gallons .....$6.50 Quarts $2.00
Half-Gallons .....$3.50 4 Quarts in Carton.$7.00

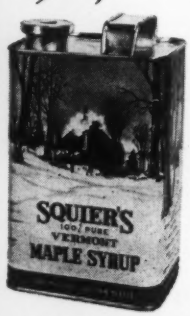
Many firms ship our syrup to their gift lists annually.

F.O.B. Waterbury, Vt. Check with order, please.

We fill all gallon orders with two ½ gallon cans. Easy to refrigerate when opened. Beautiful Lithographed Containers—Gift Cards.

Order forms will be rushed showing shipping charges to all states.

MONEY-BACK GUARANTEE OF SATISFACTION
NO ORDER TOO LARGE. NONE TOO SMALL



L. E. & G. R. SQUIER, Waterbury 6, Vermont

CANADA AWARDS

Network, Stations Honored

SEVEN programs by independent stations and seven by CBC shared honors in the annual Canadian Radio Awards at Toronto Oct. 31. Special awards went to CKCW Moncton for outstanding community service and Ford Motor Co. of Canada for sponsorship of English and French dramatic programs.

The awards were issued by Canadian Radio Awards Committee, representing all facets of the radio broadcasting industry, and the Canadian Assn. for Adult Education.

Special award for the most promising newcomer to Canadian radio, a gold key for the Maurice Rosenfeld Memorial Award, was won by Don Garrard, bass baritone, who made his radio debut on CJOR Vancouver.

Program awards were:

Children's, first, CKFH Toronto, for *The Magic Blue Box;* non-network musical, first, CKEY Toronto, for *Sir Ernest Plays Favorites;* Non-network public affairs, CKEY Toronto, first, for a documentary on King George VI; light entertainment, non-network, first, CKNW New Westminster, for *Just for Fun;* non-network drama, CFAC Calgary and CKAC Montreal. CKCW Moncton won an award for its annual Moncton Music Festival and CKAC Montreal won first for light non-network music programs.

Honorable mentions: CJOY Guelph, drama; CFCY Charlottetown, children's; CKFH Toronto, classical; CJCA Edmonton, public affairs; and CKWS Kingston, light entertainment.

CBC winners: Public affairs, *Power of the Atom,* by Thom Benson, Winnipeg; drama, *Ford Theatre,* directed by Alan Savage of Cockfield, Brown & Co., Toronto; classical music, *Les Petites Symphonies,* Montreal; light music, Byng Whitteker for *Starlight Moods,* Toronto, and *Night Wine,* Vancouver, produced by Norman Campbell; CBF Montreal and CBU Vancouver tied for first in network light entertainment.

PRODUCTION PROBLEMS

RTES Panel to Discuss

PROBLEMS of TV production will be explored in a panel discussion at this month's Radio & Television Executives Society luncheon meeting, Wednesday, at the Hotel Roosevelt, New York.

Fletcher Markle, producer of *Studio One;* Thomas Phipps, writer, *Robert Montgomery Show;* Sidney Lumet, director, *Danger,* and Rita Gam, actress, will participate in the discussion. Bob & Ray, NBC comedy team, will present their new advertising agency kit and the William I. Kaufman awards for the best TV plays of the year will be announced.

FTC Studies 1,542 Ads

TOTAL of 1,542 radio and periodical advertisements were set aside by the Federal Trade Commission during August for further study. Among those referred to operating bureaus of the commission were 1,095 to the Investigation and 77 to the Litigation divisions, both Bureau of Antideceptive Practices; 183 to the Trade Practice Conferences Division, Bureau of Industry Cooperation, and 187 to the assistant general counsel, General Counsel's Office.

Looking for Radio & Television Technicians?

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A Service of Radio Corporation of America
35 West Fourth Street, New York 14, N. Y.

IF NO MONEY
Jolly Well No Commercial

COMMERCIAL TV will not be successful in Great Britain because advertisers don't have the money to spend on video programs, according to a British radio-TV magazine official.

This belief was expressed by Charles Graves, an authority on British radio associated with *208 magazine*, in an interview with Mark Evans, WTOP Washington radio-TV personality. His comments are contained in one of a series of tape recordings completed by Mr. Evans during his five-week tour of Europe.

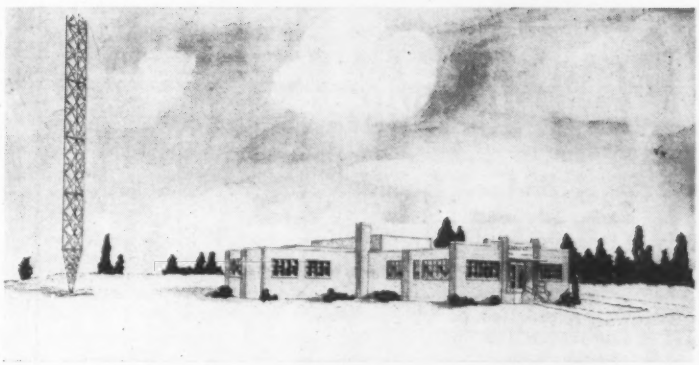
Mr. Evans made some 25 recordings in 17 countries as well as film segments for his local radio and TV shows while abroad. He voiced on-the-spot tapes in the Russian zone of Germany, Brussels (Belgium), Berchtesgaden, Venice, Spain and other countries. Tapes cover a motor tour through Soviet Germany, a bull fight description and a trip through the Swiss glaciers.

Mr. Graves said British television has been held up by the government for lack of funds due to defense needs and Great Britain would not have regular telecasting before January 1954. Only one commercial firm has applied for a charter to operate a video station, he added.

The British official also described an unusual growth of Radio Luxemburg from within a two months period. Noting that it is a commercial network, he termed BBC radio operation as "tired and elderly."

New BAB Service

NEW SERVICE, "Sales Management Bulletin," has been started by BAB. To be issued as subjects arise which need analysis, the newsletters will cover such topics as sales staff size, salesmen's compensation, methods of rotating accounts, commissions on retail business, and sales training methods.



CONSTRUCTION is nearly complete on $100,000 Radio City project of WICC Bridgeport, Conn., slated for occupancy Dec. 1. Building will house AM and TV operations. WICC-TV is to begin a test pattern Dec. 15 and to start commercial telecasting Jan. 1. Stations will maintain offices in downtown Bridgeport. Edwin Moss & Son is the contracting firm.

AFTRA SUPPORT
Voted For SAG Strike

AMERICAN Federation of Television and Radio Artists National Executive Board is unanimously supporting the Screen Actors Guild in its break-off of collective bargaining negotiations with the American Assn. of Advertising Agencies and New York Film Producers over the issue of additional payment to actors for re-use of filmed TV commercials.

The strike action, voted by SAG's membership in Hollywood, has received complete approval of the radio-TV union's board. Members of 40 AFTRA locals have been advised not to make any film spots for companies involved in the controversy when the strike starts. SAG's New York council members are to vote next Sunday on the strike issue.

Truman's Address

NBC-TV announced last week it would carry an address by President Truman tomorrow (Tuesday) as part of the annual Armistice Day services from the Amphitheater at the Tomb of the Unknown Soldier at Arlington (Va.) cemetery. Telecast is set for 10:58 a.m. to 12:30 p.m. EST, including the traditional minute of silence at 11 a.m.

Penetrates Poland

AN ACTIVE black market for radio sets has developed in Poland, where the purchase of new sets is restricted to Communist Party members. Ordinary citizens must register even to buy a spare part for an old set, Radio Free Europe Committee has reported. Quoting its Berlin correspondent, RFE said that in their anxiety to learn what is going on in the world, Polanders buy sets clandestinely from black marketeers who get them from Soviet Air Force personnel. Sets priced on the black market from $250 to $750 find buyers willing to spend more than a month's pay and to risk imprisonment for a chance to listen to RFE's Voice of Free Poland, which broadcasts 14 hours a day, and other non-communist broadcasts, RFE stated.

Paley To Open Series

CBS Board Chairman William S. Paley and four other members of the President's Policy Commission, which is headed by Mr. Paley, will appear on CBS Radio in a series of programs next week to discuss the contents of the Commission's report. They will be heard on Dwight Cooke's *You and the World* (Mon.-Fri., 6:15-30 p.m. EST), starting with Mr. Paley on Monday in a discussion of the creation of the Commission, the basic concepts it employed, and its findings in general terms. He will be followed, on succeeding evenings through Friday, by Arthur Bunker, Climax Molybdenum Co.; Dr. Edward S. Mason, Harvard Graduate School of Public Administration; Philip H. Coombs, Fund for Advancement of Education, and Eric Hodgins, former editor of *Fortune* magazine.

PAUL HARVEY, ABC news commentator, is the author of *Remember These Things*, to be published by The Heritage Foundation this month.

in the public interest...

Aids School Drive

CATHERINE ROER, general manager, KWOS-AM-FM Jefferson City, Mo., received a letter thanking her for the support KWOS gave a school bond drive. The letter, from a campaign co-chairman, said, in part: "We couldn't have hoped to have won, let alone roll up the big margin for the school bonds, without the really great support you gave us at KWOS. The campaign really began to take hold when the parade of speakers went on the air. We had a lot of evidence of the effectiveness of the radio programs."

* * *

Aid Firefighters

THREATENING brush fire, which raged for eight hours and destroyed more than 50 acres, was brought under control through the aid of volunteers who answered appeal broadcast by WGY and WRGB (TV) Schenectady. Chief of police in nearby Rotterdam, N. Y., praised both stations.

PHIL DAVIS Musical Enterprises has signed a 13-week contract with Advertising Counselors of Arizona and the Arizona Brewing Co. for the rental of Mr. Davis' musical trademark for A-1 Pilsner Beer.

SERVICE

Twenty-five years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

for

TOWER and ANTENNA erection *at its Best*

insist on

ETS
ELECTRICAL TOWER SERVICE

THERE'S NO FINER SERVICE AVAILABLE ANYWHERE!

Entrust this very important project to ETS who has the experience, equipment and skilled workmen to insure a QUALITY job. ETS has erected hundreds of AM, FM, TV, and microwave towers from coast to coast . . . have satisfied customers everywhere who vouch for their enviable record of dependability and quality workmanship. Save money, time, and headaches by INSISTING that ETS do the job. Write, phone, or wire direct, or have your contractor or supplier contact us.

FREE brochure gladly sent on request. Write today!

Electrical Tower Service, Inc.

P. O. BOX 1205 • PEORIA, ILL. • PH. 3-9846

Competent installation and erection of all types towers and antennas

NEW AM PROPOSED

By FCC at Foley, Ala.

NEW AM station for Foley, Ala., on 1310 kc with 1 kw day is proposed in an initial decision released by FCC last week recommending grant of the application of Howard E. Pill trading as Alabama-Gulf Radio. Mr. Pill is 25% owner of WSFA Montgomery, Ala., and one-third owner of WDAK Columbus, Ga.

The initial decision, issued by FCC Hearing Examiner J. D. Bond, recommended denial of the bid of WEBK Tampa, Fla., to change from 1 kw daytime on 1590 kc to 1 kw daytime on 1300 kc directional and the bid of Gulf Beaches Broadcasting Co. for a new outlet at St. Petersburg on 1310 kc with 1 kw day, directional. In both proposed denials, the examiner found the applicants failed to meet certain engineering requirements.

SDX Names Chatfield

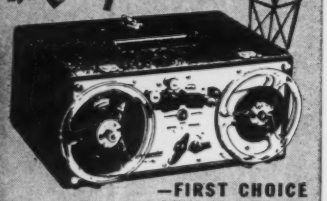
PRESIDENT elected by the newly organized South Georgia Sigma Delta Chi chapter is Ben Chatfield, WMAZ Macon news director and immediate past president of the National Assn. of Radio News Directors. Two other Macon radio newsmen elected by the group were Joe Andrews, WMAZ assistant news director, secretary, and Otis Hughes Jr., WBML news director, treasurer.

FOR FINEST TAPE RECORDING

WPIN

St. Petersburg, Fla.

USES Magnecorder



—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED Units can be combined for studio operation of portable equipment.

CONSOLE OR CONSOLETTE Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:

Magnecord, INC.

Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

FCC actions

OCTOBER 31 THROUGH NOVEMBER 6

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-sychronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 111.

October 31 Decisions . . .

BY COMMISSION EN BANC

Change ERP

Following FM stations were granted CPs for changes in existing facilities, as shown:

WJPA-FM Washington, Pa., to change ERP from 6 kw to 4 kw; WICA-FM Ashtabula, Ohio, to change ERP from 52 kw to 40 kw; WJMC-FM Rice Lake, Wis., to change ERP from 4.4 kw to 9.3 kw and ant. from 360 ft. to 500 ft.

Remote Control Operation

Granted extension of waivers of Sec. 3.265 of rules to permit remote control operations of stations WIOD-FM Miami, Fla., WHBS-FM Huntsville, Ala., and WDOD-FM Chattanooga, Tenn., for period ending March 1, 1953; WRNL-FM and WRVB both Richmond, Va., and WPPA-FM Pottsville, Pa., for period ending May 1, 1953; and WFAN Washington, D. C., for the period ending May 3, 1953; all extensions granted with same conditions as those of original grants; with stations WRNL-FM WPPA-FM and WDOD-FM to submit reports of remote control operation by Dec. 3, 1952.

License Renewal

WBBM Chicago, Ill.—Granted license renewal on regular basis.

Licenses of following AM stations of National Broadcasting Co. were renewed on regular basis: KNBC San Francisco; WMAQ Chicago and WNBC New York.

November 4 Decisions . . .

BY BROADCAST BUREAU

License Granted

WVOP Vidalia, Ga.—Granted license covering change of facilities, installation of new trans., and changes in ant. system; 970 kc, 1 kw-D.

Change Name

WJMO Cleveland, Ohio — Granted mod. license to change name to Friendly Bcstg. Co.

Change Antenna System

WKKO Cocoa, Florida—Granted mod. CP to make change in ant. system.

Change ERP

KTSM-TV El Paso, Tex. — Granted mod. CP to change ERP of TV broadcast station from vis. 64 kw, aur. 32 kw to vis. 58 kw, aur. 29 kw, change trans. location (same city) and make ant. changes; ant. 60 ft.

Extension of Completion Date

KWHP Cushing, Okla.—Granted mod. CP for extension of completion date to 2-25-53.

Change ERP

WKNB - TV New Britain, Conn. — Granted mod. CP to increase ERP from vis. 180 kw, aur. 90 kw to vis. 205 kw, aur. 105 kw, change trans. location to South Farmington, Conn., make ant. and other equipment changes; ant. 970 ft.

License Granted

WSTP-FM Salisbury, N. C.—Granted license for CP, which replaced expired CP to make changes in licensed station; Ch. 293; 21.5 kw.

WLAG-FM La Grange, Ga.—Granted license to make changes in licensed station Ch. 281; 2.3 kw.

WIVY-FM Jacksonville, Fla.—Granted license for CP as mod., for FM; Ch. 229; 2.45 kw; 215 ft.

WDWD-FM Dawson, Ga.—Granted license for FM Ch. 266; 11 kw; 225 ft.

Change Transmitter Location

KXLK Great Falls, Mont.—Granted CP to change trans. and studio location (same city).

Modification of CP

WBRN Big Rapids, Mich.—Granted mod. CP for approval of ant., trans. and studio location, and change type of trans.

WFOB Fostoria, Ohio—Granted mod. CP to change studio location (same city) and mount FM ant. on top of center tower of directional array.

WSEE-TV Tiverton, R. I.—Granted mod. CP to change studio location from To be determined, Fall River, Mass., to Hambly Road, Tiverton, R. I.

WEEK-TV Peoria, Ill.—Granted mod. CP to designate studio location and to change designation of trans. location.

ACTIONS ON MOTIONS

By Comr. George E. Sterling

Chief, Broadcast Bureau — Granted petition for extension of time in which to file exceptions to initial decision re Farmers Bcstg. Service Inc. (WELS), Kinston, N. C. Time extended to Nov. 10.

Port Arthur College, Port Arthur, Tex.—Granted petition to amend TV application, to show changes in minimum hours of operation; estimated cost of construction; program classification percentages; program log analysis, etc.

KSTN Stockton, Calif.—Granted request to dismiss petition filed for certain relief in matter of modification of CP of KMYC Marysville, Calif.

WKY Radiophone Co., Wichita, Kan.—Granted petition to dismiss without prejudice application for a new TV on Ch. 10.

By Examiner Annie Neal Huntting

Notice is given of further prehearing conference to be held on November 7, 1952, in Room 2087 Temporary T Building, at 2 p.m., on applications in proceeding re TV applications of The Enterprise Co., Beaumont Bcstg. Corp. and KTRM Inc., applicants for Ch. 6 in Beaumont, Tex., for purpose of considering taking of depositions and such other supplemental matters as may be deemed helpful.

By Hearing Examiner William G. Butts

Kendrick Bcstg. Co. Inc.; Rossmoyne Corp., Harrisburg, Pa.—Ordered that further hearing re applications for new TV on Ch. 27, is scheduled for Dec. 1, 1952 in Washington.

By Hearing Examiner Fanney N. Litvin

Northeastern Ind. Bcstg. Co. Inc., Fort Wayne, Ind.—Granted petition to amend application for new TV on Ch. 33, to correct certain errors in sec. II of application relating to interests of applicant and officers, directors and stockholders, and to provide current information re costs of construction, etc.

News Sentinel Bcstg. Co. Inc., Fort Wayne, Ind.—Granted petition to amend TV application for Ch. 33, so as to show changes in proposed programming, financial data, etc.

By Hearing Examiner Thomas H. Donahue

Notice is given that pretrial conference will be held on Oct. 31, 1952, in Temporary T Bldg., Washington, D. C., at 10 a.m., in re applications of McClatchy Bcstg. Co., and Sacramento Telecasters Inc., applicants for TV Ch. 10 and KCRA Inc., and Harmco Inc., applicants for Ch. 3, all in Sacramento, Calif., to consider, among other things, necessity of desirability of simplification, clarification, amplification or limitation of issues; possibility of stipulating with respect to facts; procedure at hearing; limitation of number of witnesses, and necessity or desirability of prior mutual exchange between or among parties of prepared testimony and exhibits.

By Hearing Examiner Hugh B. Hutchison

Sunflower Television Co. Inc., Wichita, Kan.—Granted petition to amend application for TV station on Ch. 10 re answers to secs. V-C and V-G, as well as portions of engineering statement and exhibits E-4 and E-8, to show decrease in ant. height, etc.

Wichita Beacon Bcstg. Co. Inc., Wichita, Kan. — Granted motion to amend application for new TV Ch. 16, to correct geographical coordinates for proposed trans. site.

By Hearing Examiner Benito Gaguine

WJR Flint, Mich.—Postponed to Nov.

Merle V. Watson

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17, 1952, action on petition to amend TV application.

November 4 Applications . . .

ACCEPTED FOR FILING

Change Antenna System

WGRA Cairo, Ga.—Mod. CP, which authorized change in frequency, ant. and ground system, to make changes in ant. system.

Change Transmitter Type

WABJ Adrian, Mich.—Mod. CP, which authorized change in frequency, hours of operation and trans. equipment, to change type trans.

Increase Antenna Height

WGRD Grand Rapids, Mich.—CP to increase height of AM ant. and mount TV ant. on top (contingent on grant of TV application).

Extension of Completion Date

WHIZ Zanesville, Ohio—Mod. CP, as mod. which authorized change in

(Continued on page 111)

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Help Wanted

Managerial

Assistant & commercial manager for CBS station with TV application in Southeastern competitive market. Must have good sales record. Excellent opportunity for further promotion in group-owned stations. Reply, stating salary desired, experience, photo. Box 928R, BROADCASTING • TELECASTING.

Assistant sales manager, one station town—successful KW Pennsylvania daytimer. Salary, bonus. Married. Mature. Experienced only. Box 964R, BROADCASTING • TELECASTING.

Sales manager. Little Falls, N. Y. MBS affiliate. Must have proven sales record. Top opportunity for right man. Full information to Bob Earle, WLFH, Little Falls, or Art Feldman, MBS, 1440 Broadway, New York.

Salesmen

Special radio program telephone salesman (comm.) for GBA campaigns throughout U. S. Box 788R, BROADCASTING • TELECASTING.

Texas-Gulf coast station in excellent single station market, with sound rate structure, needs hustling, dependable salesman. Business is here and you can make top money; guarantee, commission, car allowance. Box 954R, BROADCASTING • TELECASTING.

Salesman—Experienced, good market. Independent operation. Liberal draw against 15 percent commission. Replies confidential. Box 986R, BROADCASTING • TELECASTING.

Salesman for Michigan radio station in metropolitan market. Must be tops. All replies treated confidentially. Give complete information first letter. Box 993R, BROADCASTING • TELECASTING.

Immediate opening aggressive salesman who can produce. 20% commissions and opportunity to become sales manager, if capable. Contact Carson, KSMN, Mason City, Iowa.

Copywriter-salesman. Progressive independent. Single market. Permanent job. Salary, mileage. WMDN, Midland, Michigan.

Salesman needed for 10,000 watt radio station located in America's fastest growing market. Draw and commission. Contact Jim Macri, WMIE, Miami, Florida.

Announcers

Florida coast station. Need two combination men. Both must be heavy on announcing that sells. Send tape or disc, experience record, references, first letter. $80. for 44 hours. Box 900P, BROADCASTING • TELECASTING.

Staff announcer needed for Midsouth, network and regional affiliate. Top pay for top man plus good opportunity. Box 618R, BROADCASTING • TELECASTING.

Two announcers. Top salary. Only those sending photo and audition considered. Box 873R, BROADCASTING • TELECASTING.

Wanted: Two announcers for progressive station in Southwest. Experience preferred, ability necessary. Good pay and working conditions, congenial staff. Send full information, disc and photo first letter to Box 885R, BROADCASTING • TELECASTING.

Mature announcer, authoritative voice, special events experience, for station in important Texas market. Box 910R, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Combination announcer-engineer with first class license wanted by network affiliate near Atlanta. Good working conditions. Favorable salary. Southerner preferred. Reply to Box 943R, BROADCASTING • TELECASTING.

Opening all-round staff announcer for Texas ABC station. Tell all. Box 971R, BROADCASTING • TELECASTING.

Announcer with license for 5,000 watt fulltime independent. Upper Midwest. Morning shift. Insurance participation, paid vacation. Salary $275.00 up depending experience. Box 973R, BROADCASTING • TELECASTING.

Announcer-engineer. Must be good announcer and have first phone. Good working conditions, pleasant Kentucky city. 1,000 watts. Car needed. Send full particulars. Box 979R, BROADCASTING • TELECASTING.

Excellent position for experienced commercial and extremely versatile announcer with emphasis on news and sports at Ohio NBC affiliate. Send picture, tape and full information. Box 994R, BROADCASTING • TELECASTING.

Combination announcer-engineer wanted by KAYS, Hays, Kansas. College town of 10,000. Hospitalization, paid vacations, good working conditions. Send tape or disc, full particulars.

Have you a good voice? Can you sell too? Program ideas? $300.00 month guaranteed, plus commission. Excellent single market. Send disc, photo, KPRK, Livingston, Montana.

Engineer-announcer emphasis on announcing. Send complete details including audition. Scale $80.00 for 40 hours. KREW, Sunnyside, Washington.

Combo man, first phone. $350. for good announcer. Call or wire KVOC, Casper, Wyoming.

Announcer with first phone, qualify for chief. 1 kw day. Send details, salary requirements. Beri Moore, WAMI, Opp, Alabama.

Experienced announcer needed immediately. Selling optional. Southerner preferred. Call collect Phillip Brady, WAPF, AM-FM, McComb, Mississippi.

Wanted—Announcer, young, energetic, single for staff work. Going 5,000. Start $50.00 for 40 hours. More as deserved. Write or wire fully. WBBB, Burlington, North Carolina.

Announcer-salesman. New 5 thousand watt station soon on air, to be housed in air-conditioned building. Serving West Coast of Florida. Salary, good commission. Address all replies to A. H. Turner, General Manager, WBOY, Post Office Box 868, Tarpon Springs, Florida.

Combination announcer-engineer wanted by WBYS, Canton, Illinois. Send disc or tape, full particulars. Salary strictly open, advancement open, housing good. Apply now.

Immediately need combination announcer-engineer with emphasis on announcing. Daytime independent requiring good voice and first class license. No drifters or drinkers. Good salary starting with advancement. WFGN, Gaffney, South Carolina.

Experienced, versatile morning announcer who can handle established commercial, hillbilly and quiz programs. Must do good straight selling job. Rush tape to WFLB, Fayetteville, North Carolina.

Combination announcer-engineer for 1 kw independent. Send disc or tape and picture to WFPM, Fort Valley, Georgia.

Help Wanted (Cont'd)

Need good morning man for rural and city audience. Must have selling pitch. WGAI, Elizabeth, North Carolina.

Experienced staff announcer needed for 5,000 watt, ABC affiliate. AFRA contract. Send tape and detailed information to M. L. Moore, WKLO, Louisville, Kentucky.

Combination announcer-engineer, first class ticket. Permanent. WWGS, Tifton, Georgia.

Technical

Engineer—Permanent employment. Immediate opening. Give details. Box 880R, BROADCASTING • TELECASTING.

Night man to spark midnight to 6:00 a.m. First phone. $86.40 for 40 hours. Box 907R, BROADCASTING • TELECASTING.

Operator with first phone for daytimer in Ohio. No experience needed. Starting $60.00, 1½ overtime. No announcing. Box 938R, BROADCASTING • TELECASTING.

Immediately: fulltime first phone engineer. Wisconsin progressive operation. No announcing. Box 940R, BROADCASTING • TELECASTING.

Transmitter engineer for 1,000 watt directional. Central Kentucky city. Good working conditions. Immediate opening. Car necessary. Send full information. Box 980R, BROADCASTING • TELECASTING.

We want a combo man who knows something about engineering and can also announce, to take over chief engineer-announcer at 250 fulltime Mutual affiliate in Florida. Position starts at $80.00 for 40 hours. Applicant must be above average engineering and have a pleasant listenable voice for board operation. If you feel you can fill this position, send us all qualifications in first letter including tape or disc and photo. Box 997R, BROADCASTING • TELECASTING.

Engineer-announcer progressive Texas daytimer. Two weeks paid vacation annually. Prefer experienced man to work chief engineer position. Contact Ken Duke, KDDD, Dumas, Texas.

Engineer wanted. KOPR, Butte, Montana. Car necessary.

Chief engineer must be able to take relief shift of announcing. Scale $88.00 for 40 hours. Send complete information including audition. KREW, Sunnyside, Washington.

Mutual affiliate wants first ticket engineer, prefer combo but not necessary. Good shift, friendly conditions. State experience first letter. Will reply salary offer. Send reply to Bob Cavanaugh, Radio Station KRIB, Mason City, Iowa.

Chief engineer wanted for 1,000 watt fulltime direction. Contact Keith S. Field, Manager, WARA, Attleboro, Mass.

Wanted — Combination engineer - announcer. WBHF, Cartersville, Georgia.

Transmitter engineer, immediate opening 40 hour week $70.00. Starting directional Chief Engineer, WDNC, Durham, North Carolina.

First class engineer. No experience necessary. Good opportunity for right man. Apply WFLB, Fayetteville, North Carolina.

Experienced engineer wanted immediately. Must know directional operations. WGAI, Elizabeth City, North Carolina.

Help Wanted (Cont'd)

Need first class engineer immediately. $67.50 for 48 hours. Permanent. Transmitter, remotes no studio. Excellent working conditions. Insurance. Write, phone or wire WKIC, Hazard, Kentucky.

Engineer with experience . . . would consider a combo man. WKRM, Columbia, Tenn.

Wanted—Two combination engineer-announcers, first class ticket necessary. Wages $100,00 48 hours. Write Catherine McLaughlin, WKRZ, Oil City, Pa.

Wanted, combination engineer - announcer plus fulltime announcer, and newsman for NBC affiliate soon under construction. For details write WMAM, Marinette, Wisconsin.

Immediate openings — Engineer - announcer with experience and top announcer. Send full details, first letter. WMLT, Dublin, Georgia.

Wanted immediately — Combination chief engineer-announcer; announcer-engineer; and announcer - salesman. Salaries commensurate with other stations. WNNT, Warsaw, Virginia.

First phone: transmitter operator, WSYB, Rutland, Vermont.

First class experienced engineer capable of handling directional antenna system, some studio maintenance, car necessary. Write W. D'Orr Cozzens, Intermountain Network, 146 South Main Street, Salt Lake City, Utah.

First class engineer-independent station, Southern West Virginia, forty hour week, good working conditions. Write or wire Box 184, Pineville, West Virginia.

Production-Programming, Others

Experienced girl copywriter. Man's pay for man-size job Pennsylvania independent. Time available for woman's program. Send sample copy and photo. Box 278R, BROADCASTING • TELECASTING.

News editor—Gather, write, broadcast local news. Complete charge of all station's news. Income here is measured in terms of ability, not the station's power. Inquiries from men who have learned they cannot eat kilocycles are invited. Box 987R, BROADCASTING • TELECASTING.

Ohio station has opening for experienced announcer-copywriter capable of producing copy that sells. Send sample copy and particulars. Box 996R, BROADCASTING • TELECASTING.

Experienced girl copywriter needed by December 1 to take over as department head after Christmas. Mail qualifications to Manager, WIZE, Springfield, Ohio.

Local newsman wanted to cover 50,000 population county. Prefer applicant now in Midwest. WKRS, P. O. Box 500, Waukegan, Illinois.

Television

Managerial

Television sales manager to take complete charge sales program including national and regional accounts—build a sales staff, for new operation. Box 982R, BROADCASTING • TELECASTING.

Announcers

Announcer-television—Television experience not essential. Send educational background, photograph and tape. Box 827R, BRADCASTING • TELECASTING.

Situations Wanted

Managerial

Will trade 15 years broadcasting experience major metropolitan indies for opportunity general manager or commercial manager with GM future your terms. Successful record time salesman, operations manager, program director tough competitive area. Family man, age 39. Now residing New York area. Will go anywhere right offer. Available January first. Top references. All inquiries confidential. Box 730R, BROADCASTING • TELECASTING.

XUM

Situations Wanted (Cont'd)

My boss could be the man you're seeking for sales or general manager. He's a ball-of-fire with know-how and experience—all phases radio and TV. Many years in the business, he's a terrific salesman. He sold me seven years ago and I'm still sold on him. Confidentially—he could be had—if you want to proposition me. (his wife). PS: I'm sold on pop, too (junior). Box 911R, BROADCASTING • TELECASTING.

Manager now available. More than 20 years radio newspaper. Unequalled record of efficiency and economical operation based on thorough background in sales, programming and the knowledge that successful operation relies on top employee and public relations. West Coast or Northwest preferred but will consider Western area. Personal appointment any place. Will purchase interest or entire station. Box 917R, BROADCASTING • TELECASTING.

General manager available immediately. Experienced executive twenty years. Finest references. Radio or TV. Details on request. Box 944R, BROADCASTING • TELECASTING.

Salesmen

Contemplating change to sell for either radio or TV on commission basis with good, large market station. Now top salesman on salary, with leading network station in highly competitive, Eastern metropolitan market. Excellent references. Middleaged. Ten years radio experience. Box 963R, BROADCASTING • TELECASTING.

Announcers

Combination man—Plenty experience both. News, commercials, play-by-play, chief engineer or other. Veteran, family, automobile. Dependable man requires good salary. Oklahoma-Arkansas-Texas. Box 644R, BROADCASTING • TELECASTING.

News editor—250 AM, ready to move up. Solid background in gathering, writing, and editing. Top delivery. Excellent references including present employer. College, 26. Eastern AM-TV preferred. $75.00 minimum. Box 884R, BROADCASTING • TELECASTING.

Sports announcer, four years experience in large market, also staff and special events. Available for basketball season. Married, family, twenty seven, college. Desires permanent position. Box 906R, BROADCASTING • TELECASTING.

Spanish regions, announcer, university graduate, five years each, radio and Spanish study; desires within six months any station in Spanish area. Can leave U. S. Box 912R, BROADCASTING • TELECASTING.

Announcer — 2 years experience, all phases. Handle board, remotes, write copy, sales, play-by-play of baseball, football. 24, single veteran. Available immediately. Box 950R, BROADCASTING • TELECASTING.

Experienced announcer - DJ. Fluent. Adaptable personality. Have worked independent and network affiliates. Facility with discs, news, live talent. Can operate board. College education. Draft exempt. Box 951R, BROADCASTING • TELECASTING.

Experienced announcer and broadcasting school graduate desires to broaden experience. References, Disc. New York State preferred. Box 952R, BROADCASTING • TELECASTING.

All-around announcer. Convincing selling voice. Five years experience. Control board operator. Draft exempt. 27. Wants permanent position in Pacific Northwest. Box 958R, BROADCASTING • TELECASTING.

SRT graduate. Experienced in all phases of announcing. Wide and varied knowledge of music, sports. Box 959R, BROADCASTING • TELECASTING.

Veteran announcer seeks re-location Northeast. Exceptionally experienced high-calibre man. Box 961R, BROADCASTING • TELECASTING.

Good staff announcer-DJ with three years commercial experience wants permanent position. Available immediately. Box 962R, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd)

Announcer: Four years experience. Emphasis on news. Fifty mile Philadelphia area desirable. Start immediately. Box 966R, BROADCASTING • TELECASTING.

Combination announcer six years. Three years chief well versed in operation engineering to programming. Some selling. Wants chance to progress. Box 968R, BROADCASTING • TELECASTING.

Mature, experienced, all-round staff man, currently employed NBC affiliate. Married, draft exempt, responsible. Now presenting 12 sponsored newscasts per-week, plus disc show, audience participation, interviews. References available. Reply Box 970R, BROADCASTING • TELECASTING.

Five years experience. Available immediately. Prefer South. $65.00, forty hours. Box 972R, BROADCASTING • TELECASTING.

I'm 19. Single, Beginner announcer, Disc-jockey. Experience light. Write copy, type, run board. Looking for right station to guide me. Box 983R, BROADCASTING • TELECASTING.

Mr. Station Manager—Here's an announcer who will devote himself wholeheartedly to your interest. He's 23, single, draft exempt, can handle announcing, news, write commercials, operate control board. Welcomes chance to handle time selling. Free to travel. Disc, resume, available. Box 984R, BROADCASTING • TELECASTING.

Announcer, all phases. Excel in sports, board operation. Independent and network experience. Box 988R, BROADCASTING • TELECASTING.

Negro—DJ specialist, announcer, efficient control board operator. I am the man you need to stimulate that vast, but hardly-touched market. Light experience. Veteran, free to travel. Tape, resume on request. Box 989R, BROADCASTING • TELECASTING.

Recent graduate leading New York radio school. Good commercials, newscast, DJ. All details on request. Box 990R, BROADCASTING • TELECASTING.

Announcer, some commercial experience, 2½ years educational. Veteran, college graduate, 25, excellent voice and expression. Disc available. Box 992R, BROADCASTING • TELECASTING.

Combination announcer-engineer, four years in radio, married, one child. Prefer Northeast. Box 999R, BROADCASTING • TELECASTING.

Sports announcer—5 years experience. All phases: baseball a specialty. Also news, personality shows. $80.00. Box 1S, BROADCASTING • TELECASTING.

50,000 watt experience in news, music and sports. Interested in permanent connection with established Southern station. Immediate personal interview and audition at my expense. Box 4S, BROADCASTING • TELECASTING.

Sportscaster-newsman: Topflight basketball announcer, par-excellent delivery, possesses strong news background, 4 years play-by-play all sports in athletic-conscious Ohio. Journalism graduate, radio and newspaper experience, gathering, writing, announcing, editing news. Veteran, 25. Details, disc. Tom Hamlin, Oxford Road, Franklin, Ohio. Phone Franklin 6-5629.

Technical

Engineer experienced chief maintenance design. Box 794R, BROADCASTING • TELECASTING.

Employment wanted in Southwest area. First phone, 11 years experience engineer, some combo, copy, etc. Also TV service experience. Box 960R, BROADCASTING • TELECASTING.

Engineer RCA graduate. 3 months experience directional array. Desires transmitter and studio work. Box 991R, BROADCASTING • TELECASTING.

Licensed engineer or combination. Over five years experience. Married, dependable, references. Desire permanent relocation Missouri or neighboring state. Box 998R, BROADCASTING • TELECASTING.

Chief engineer—Twenty years construction, maintenance, operations experience 100 watts to 5 kw directional stations. Available immediately. Prefer Texas or adjacent. Family. Give complete details first letter. Box 2S, BROADCASTING • TELECASTING.

First phone. No experience. 2 years technical training TV and radio. Robert Joseph Barrett, 235 Westwood Avenue, Apt. 2C, Staten Island, New York.

Situations Wanted—(Cont'd)

Production-Programming, Others

Copy-continuity writer: Prolific, productive, persuasive . . . colorful, compelling, creative . . . imaginative, intelligent, ingenious . . . expert, experienced . . . expensive. Box 914R, BROADCASTING • TELECASTING.

Foreign correspondent. Many years Europe and recent 3-years Far East experience broadcasting over British and Australian Radio. Had own weekly program—news commentary on Australian network. Also U. N. experience. Now on assignment but interested in settling down as foreign news analyst on radio or TV. Box 953R, BROADCASTING • TELECASTING.

Program director: College graduate, experienced, salesminded. Superb knowledge of programming and music. Good air work. Desire progressive station, good market. Box 965R, BROADCASTING • TELECASTING.

Versatile woman broadcaster. Excellent radio experience. B.A. Experienced programming, continuity, news, sales, air. Voice sells. Sample copy, photograph, tape, complete references available. Will travel. Box 974R, BROADCASTING • TELECASTING.

PD. Experienced: programming, continuity, overall station operation. Excellent references, background. Box 977R, BROADCASTING • TELECASTING.

Sports director. Large station de-emphasizing sports programming. 8 years radio experience. AA baseball, college football, basketball. Travel anywhere. Highest recommendations. Box 981R, BROADCASTING • TELECASTING.

Television

Managerial

Wish position as TV assistant director, floor manager, etc. Have stage production experience, second phone, college degree. Married and willing to go anywhere in the U. S. Box 969R, BROADCASTING • TELECASTING.

Program director for new TV station. Now network TV director. 5 years experience. Top network and local background. Production, direction, traffic, scripts, operations, policies, sales, sales development. Can bring crack key personnel. Profit knowhow—will make station pay from the start. Box 975R, BROADCASTING • TELECASTING.

Technical

Television engineer desires connection with Southern station. Fifteen years experience radio-television installation, operation, maintenance. Box 995R, BROADCASTING • TELECASTING.

Production-Programming, Others

Had enough police action, want job action with progressive TV station. Recently discharged veteran, 25, married. 1½ years experience with two major TV networks. Continuity, traffic, operations, production. Box 957R, BROADCASTING • TELECASTING.

Weatherman, versatile, capable. Box 976R, BROADCASTING • TELECASTING.

Television experience: director continuity, programming. Radio background; PD. Staff, supervisory. Box 978R, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd)

Want a "reel" hand who can wind-up your TV film problems in a hurry? You can hire a film buyer, film editor, camera man, photographer, and projectionist all in one experienced personable package. He is a "reel" low budget operator too! I would recommend him unequivocally to anyone in need of program "knowhow." I only wish he could have come to me in my new job. For further information write to J. David Killian, 411 West 88th Place, Los Angeles 3, California.

For Sale

Stations

Southern California metropolitan FM station. Owner lacks funds for development. Good proposition. Box 933R, BROADCASTING • TELECASTING.

California: Located in best town of state. No competition. Gross $80,000.00. 250 W. Independent terms. Box 955R, BROADCASTING • TELECASTING.

Equipment, etc.

For sale: One RCA 50 kw transmitter type 5A-50B. Has been modified to keep abreast of the rigid requirements of the FCC. If in need of a well kept high power radio transmitter, here is your bargain. You make an offer. Your inspection of facility will be welcome. Box 835R, BROADCASTING • TELECASTING.

Available approximately December 15th. Gates 250 GY transmitter . . . $1500.00 FOB Phoenix. . . . We will crate. . . . Used three years. Excellent condition. KIFN, Phoenix, Arizona.

Collins 21-A 5 kw transmitter in good operating condition. May be seen in actual operation for next three weeks. WGBF, Evansville, Indiana.

For sale: 200 feet of Andrew type 450 coaxial cable 7/8 x 51.5 ohms. For price and additional information write: A. S. Alexander, WMAM, Marinette, Wisconsin.

New portable Presto 6-N recorder, 85-A amplifier. John Hanson, 3815 Trimble Road, Nashville 5, Tennessee.

Wanted to Buy

Equipment, etc.

Wanted—Collins six-bay FM antenna. Must be side mounting and for 1⅝ inch transmission line. Please state frequency for which tuned in reply to Box 904R, BROADCASTING • TELECASTING.

Interested in completely equipped TV mobile truck in good condition. We understand several are available. WFPG-TV, Atlantic City, New Jersey.

Wanted: Modulation reactor for 5 kw transmitter using 892-R final amplifier. WMBD, Peoria, Illinois.

(Continued on next page)

ATTENTION TV STATION MANAGERS

Available on Three Weeks Notice

WELL KNOWN WEST COAST RADIO & TV NEWSMAN

20 Years news Writing and Reporting Experience

Now with Major Radio and TV Network

Have own 16 MM Cameras and Film Editing Equipment

Works Without Scripts or Visual TV Prompter

RECORD OF NAME BRAND NATIONAL ACCOUNTS

10 min. audition film on request

Write or Wire

Box 956R, BROADCASTING • TELECASTING

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

Help Wanted

Managerial

SALES MANAGER

Are you willing to accept a position offering a reasonable income at the start, if the compensation is so figured that with normal billing you can make an access of $10,000.00 annually, possibly by the end of your first year? Frankly, we are a little tired of talking to men who have an exaggerated idea of their value. If you are willing to work for a fair starting income and wait for the $10,000.00 until you earn it, I want to talk to you. The position we offer will pay more than $10,000.00 annually. But it can't right now because it's all potential. The local market is wide open. National business prospects are excellent. It's there for the man who has enough business acumen to recognize the excellent opportunity offered by this market and the sales and executive ability to turn the potential into billing. If you are willing to work and wait to earn $10,000.00 or more each year, please write in today. If you are looking for a soft berth where you can ride on billing someone else has written, please do not write.
Believe me, it's there! Some smart man will get it!

Box 985R
BROADCASTING • TELECASTING

Situations Wanted

Managerial

Thoroughly experienced and successful TV executive with complete broadcasting and motion picture background desires profit-sharing percentage arrangement with aggressive TV station or AM planning TV in city of one million or less. Box 892R, BROADCASTING • TELECASTING.

PRODUCTION AND PROGRAM MANAGER

NOW WITH ONE OF BEST TV STATIONS IN THE NATION!

♦

Present programs are attracting favorable, nation-wide attention. Add imagination, writing ability, originality, to organizational ability and you have the reason for 100 first-class local presentations each week. Need to change because of climate. Salary secondary. Write Box 931R, BROADCASTING • TELECASTING.

♦

SEARS SELLS ON L. A. TV

Medium Credited With 'Remarkable Results'

A PROGRAM "having remarkable sales results" has been renewed to July 8 of next year by Sears, Roebuck & Co. on KTTV (TV) Hollywood. The program is *The Dude Martin Show.*

William F. Plummer, Sears' Los Angeles group advertising sales manager, announced the extension of the weekly hour-long variety show, crediting the demonstrative and sales techniques employed.

Convinced of TV's power, Mr. Plummer said, "We see more in this program than its weekly selling of specific items of Sears merchandise."

Television has attracted the attention of many families for the first time bringing new faces into the stores. He also believes that TV sales impression lasts longer. "Customers have come in to ask for an item weeks after it has been advertised on the program, and they often come in fully prepared to buy it with no further sales effort required."

Pointing out that Sears is primarily a newspaper advertiser, both nationally and locally, Mr. Plummer added that "company policy gives considerable latitude in media decisions to the local store management responsible for sales results."

Readership Survey

Entry into radio advertising followed local coverage surveys by the firm that indicated many Los Angeles families did not read the newspapers carrying the bulk of Sears' advertising.

As TV set ownership increased, desire in reaching that "extra audience" led the firm to develop a series of one-minute TV spot announcements in 1948.

Last year, after determining "that costs and difficulty of finding good availabilities made the use of TV spots less desirable," Mr. Plummer said the Mayers Co., Los Angeles agency servicing the account, turned its attention to the possibilities of program presentation.

Local programming started Sept. 12, 1951 with *The Dude Martin Show,* advertising major Sears items. Programs today include: Four participations weekly on KLAC-TV *Hollywood on Television* for women's apparel; thrice weekly quarter-hour KNX *Tom Harmon Show* for men's apparel; and six times weekly hour-long radio program, featuring Dude Martin as disc m.c. on KBIG Avalon, for small items and appliances.

Spot announcement saturation campaigns continue to be scheduled from time to time.

Television

Managerial

EXPERIENCED TV EXECUTIVE (31) seeks connection as sales manager or assistant manager new tele station. Excellent background in TV sales including 3 years national spot level and 2 years successful TV station. A personable, competent producer experienced all executive phases of TV. Available immediately. Box 3S, BROADCASTING • TELECASTING.

For Sale

Equipment, etc.

•WILL SELL•
RCA TT5A TRANSMITTER, CHANNEL 7-13

Console monitors, spares and RCA 6-bay antenna, tower also available.

Make offer for lot or part.

BOX 754R
BROADCASTING • TELECASTING

Miscellaneous

WHO PAINTED WBTV's 562 FOOT TOWER?
J. M. HAMILTON & CO.
PAINTING • MAINTENANCE
ERECTION • SKILLED WORKMEN
YEARS OF EXPERIENCE
Box 2432 Gastonia, N. C.
1736 Columbia Rd., N. W., Wash., D. C.

Employment Service

WANT A GOOD EXECUTIVE? Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. Delays are costly.
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D.C.

PRESENT TV AREAS

Siragusa Views Set Sales

TV SET sales in present video markets will outstrip those in new or non-TV markets for another two years, according to Ross D. Siragusa, president of Admiral Corp., Chicago. Speaking Monday in Los Angeles before the Society of Security Analysts, Mr. Siragusa said between 750,000 and 1,250,000 TV receivers will be sold in new markets between now and the end of next year, but he anticipates a total U. S. sale of more than 6,500,000 sets during the same period.

There is a shortage of sets now because of "exceptional" pickup in fall sales, which he attributes to nationwide interest in the Presidential campaigns. Mr. Siragusa also sees continuation of expanded sales in now-saturated markets where owners are replacing small-screen sets.

Mrs. Bing Crosby

FUNERAL services were held last Monday in Beverly Hills for Dixie Lee Crosby, 40, former stage and screen actress and wife of Bing Crosby, radio and motion picture singing star. She died Nov. 1 of cancer at the Crosby home in Holmby Hills. Besides her husband, she is survived by four sons, Gary, Phillip, Dennis and Lindsay, and her father, E. E. Wyatt.

NBC radio's *Jason and the Golden Fleece,* weekly half-hour adventure series, stars MacDonald Carey as the owner of a New Orleans bar. Art Jacobson is director and Herb Ellis and Cleve Hermann are co-writers.

Radio Station and Newspaper
Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

WANTED

Film Distribution Manager

Active, well-known distribution and production company with library of some hundred 13 and 27 min. short subjects requires man well versed in library and TV circulation, also sales. Expanding stock shot library. New subjects added regularly. Attractive salary plus commission or profit sharing for qualified person. Give full particulars regarding experience, present or previous employment, salary wanted. All replies held in strictest confidence. Box 967R, BROADCASTING • TELECASTING.

FCC Actions

(Continued from page 107)

trans. and studio location and change in ant. system, for extension of completion date.

License for CP

KFAL Fulton, Mo.—License for CP which authorized power increase.

KVAS Astoria, Ore.—License for CP, which authorized change in trans. location.

November 5 Decisions . . .

BY COMMISSION EN BANC

License Renewals

Following stations were granted renewal of licenses for regular period:

KCSB San Bernardino, Calif.; KOA Denver; WARL Arlington, Va.; WFLO Farmville, Va.; WINL (FM) Lebanon, Ind.; WLAD Danbury, Conn.; WMRY Houston, Tex.; WBAY Green Bay, Wis.; WBEV Beaver Dam, Wis.; WCRA Effingham, Ill.; WDAN Danville, Ill.; WEAU Eau Claire, Wis.; WEKZ Monroe, Wis.; WGEZ Beloit, Wis.; WFRX W. Frankfort, Ill.; WHBF Rock Island, Ill.; WHBL Sheboygan, Wis.; WHBY Appleton, Wis.; WIBA Madison, Wis.; WIGM Medford, Wis.; WIND Chicago; WIRL Peoria, Ill.; WJBC Bloomington, Ill.; WJJD Chicago; WKAN Kankakee, Ill.; WKRO Cairo, Ill.; WKTY La Crosse, Wis.; WLBK DeKalb, Ill.; WLCX La Crosse, Wis.; WMAM Marinette, Wis.; WMIL Milwaukee, Wis.; WNAM Neenah, Wis.; WOPA Oak Park, Ill.; WOSH Oshkosh, Wis.; WQUA Moline, Ill.; WRJN Racine, Wis.; WTAQ La Grange, Ill.; WWNC Asheville, N. C.

November 6 Decisions . . .

BY COMMISSION EN BANC

AM—1130 kc

WNEW New York City—Granted license to operate with 50 kw-D and 10 kw-N on 1130 kc, DA-N (license covers part of outstanding CP); granted CP to operate with 50 kw-N in accordance with present CP for period of six months (see story this issue).

AM—850 kc

WILD Birmingham, Ala. — Granted mod. CP to increase power from 5 kw-D to 10 kw-D on 850 kc with 1 kw-N, DA-N, fulltime; engineering conditions, including acceptance of interference resulting from operation proposed in application of Dorsey Eugene Newman for new AM station in Hartselle, Ala.

AM—1290 kc

WOKE Oak Ridge, Tenn.—Granted CP to change from 1430 kc to 1290 kc with present power of 1 kw-D.

To Change FM Allocations

Proposed Rule Making Notice adopted to amend Revised Tentative Allocation Plan for Class B FM stations to delete Ch. 266 from Chattanooga, Tenn., and Ch. 267 from Tuscaloosa, Ala., and add Ch. 266 to Cullman, Ala., and Ch. 289 to Tuscaloosa. Comments may be filed until Dec. 8.

Television Applications Scheduled for Hearing

Sacramento, Calif.—Ch. 40. Maria Helen Alvarez and Cal Tel Co., hearing Nov. 17 in Washington.

Sacramento, Calif. — Ch. 46. John Poole Bcstg. Co. and Jack O. Gross, hearing Nov. 17 in Washington.

Flint, Mich.—Ch. 12. W. S. Butterfield Theatres Inc. placed in same consolidated proceeding with WJR: The Goodwill Station Inc. and Trebit Corp.

AM Applications Advised of Hearing

Bayshore, N. Y.—1300 kc, 250 w-D. Key Bcstg. System Inc. advised that application indicates necessity of hearing because of interference with WTNJ Trenton, N. J.

Kane, Pa., and **Sayre, Pa.**—960 kc. Hilltop Management Corp. and WATS Sayre advised that application of Hilltop for 500 w-D and of WATS to change from 1470 kc to 960 kc with 1 kw-D indicate necessity of hearing because of interference.

Greenville, S. C. — 1490 kc, 250 w. WAKE Greenville advised that application to add top loading to existing ant. tower indicates necessity of hearing because of interference to WSKY Asheville, N. C., which is on 1230 kc, 250 w.

Tulia, Tex.—1370 kc. Paducah Bcstg. Co. and Tulia Bcstg. Co. advised that applications for 500 w and 1 kw-D, respectively, are mutually exclusive and indicate necessity of hearing.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH NOVEMBER 6

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,358	2,340	147	297	177
FM Stations	622	579	75	20	5
TV Stations	111	93	108	909*	242

* Filed since April 14, of which 98 have been granted.

For Television Grants and Applications, see page 82.

Docket Actions . . .

MEMORANDUM OPINIONS AND ORDERS

Washington, D. C.—Betty Lou Summers. FCC dismissed "Protest" filed on behalf of Betty Lou Summers directed against Commission's action of Sept. 24 which granted without hearing application for renewal of license of WNBW (TV) Washington. Memorandum opinion and order Nov. 5.

Wichita, Kan.—(1) Chief, FCC Broadcast Bureau: FCC granted petition for withdrawal of previous petition filed Oct. 7 to enlarge issues in proceeding involving applications of KFBI Inc. and Wichita Beacon Bcstg. Co. for new TV stations in Wichita, Kan., on uhf Ch. 16; **(2) Wichita Beacon:** FCC denied petition for reconsideration and grant of application, and **(3) Wichita Beacon:** FCC removed application from hearing docket and returned it to processing line. (Petition of KFBI Inc. for dismissal without prejudice of its application granted by Motions Commissioner Oct. 24.) Memorandum opinion and order Nov. 6.

KOB Albuquerque, N. M.—FCC (1) designated for hearing, at Washington, on Dec. 10, application of KOB for extension of special service authorization to operate on 770 kc, 50 kw-D, 25 kw-N; (2) made WJZ New York and WBZ Boston parties to hearing; (3) ordered that hearing examiner conduct hearing and issue initial decision as expeditiously as possible; (4) ordered that pending final decision KOB is authorized to operate on 770 kc as specified in above SSA, and (5) denied petition of WJZ in all other respects. Comr. Webster issued dissenting opinion. Memorandum opinion and order Nov. 5.

Lancaster, Pa. — Peoples Bcstg. Co. FCC denied petition for waiver of Sec. 1.364 of rules which prohibits the filing of multiple applications, and dismissed application for new TV station to operate on interim basis on vhf Ch. 8 with ERP 29 kw visual. [WGAL-TV has authorization to operate temporarily on vhf Ch. 8 with minimum power pending outcome of hearing on comparative applications by Peoples and WGAL-TV for regular operation on that frequency; see story, B•T, Nov 3, Oct. 27; see application, B•T, Nov. 3.] Memorandum opinion and order Nov. 6.

Dallas, Tex.—Texas Star Bcstg. Co. FCC vacated grant of Jan. 27, 1950, for new AM station on 740 kc with 10 kw-D, 5 kw-N, DA-DN; dismissed as moot Texas Star application to extend construction completion date, and designated application for CP for further hearing in Washington. Action taken in light of decision of Court of Appeals upon appeal by KSEO Durant, Okla., intervenor in Texas Star proceeding. Memorandum opinion and order Nov. 6.

ORDERS

Portland, Ore. — Cascade Television Co. FCC denied petition to change place for the non-engineering portions of the comparative hearing on applications of Cascade, Portland Television Inc., Westinghouse Radio Stations Inc. and North Pacific Television Inc. for TV stations on vhf Ch. 8, from Washington to Portland. Order Nov. 6.

Harrisburg, Pa.—Chief, FCC Broadcast Bureau. FCC granted petition to add new issue in consolidated hearing on applications of Kendrick Bcstg. Co. and Rossmoyne Corp. for new TV stations in Harrisburg on uhf Ch. 27, so as to require a determination as to whether construction of tower proposed by Rossmoyne will affect adversely the operation of WHP Harrisburg; also, FCC made WHP party respondent in proceeding. Order Nov. 6.

WGNS Murfreesboro, Tenn.—WGNS Inc., Cecil Elrod Jr. and **Garth Fort Freeze.** FCC ordered WGNS and Messrs. Elrod and Freeze to show cause why cease and desist orders should not be issued for operation of WGNS by Mr. Freeze, an unlicensed operator, and for failure to maintain required operating and program logs. FCC directed parties to inform Commission by Dec. 15 of appearance at a hearing to be held in Washington to determine whether cease and desist orders should be issued. Orders Nov. 5.

Beaumont and Port Arthur, Tex. — Port Arthur College. FCC granted petition filed by Port Arthur College to enlarge issues in proceeding involving its application and that of Lufkin Amusement Co. for new TV stations in Port Arthur and Beaumont, respectively, to operate on vhf Ch. 4, to determine which of competing applicants would provide the more fair, efficient and equitable distribution of television service. Order No. 6.

DECISION

KSVC Richfield, Utah—FCC granted application for renewal of license. Decision Nov. 5.

November 6 Applications . . .

ACCEPTED FOR FILING

Amendments to Applications

WASP Inc., Tallahassee, Fla. — Amended application for new AM station to change from 1310 kc to 1330 kc, 1 kw-D.

Peru, Ind.—The Peru Bcstg. Co. Application for new AM station amended to change frequency to 1130 kc with 250 w-D.

KLVL Pasadena, Tex.—Amended application to change hours of operation from D to fulltime on 1480 kc, 1 kw-D, 500 W-N, DA-N, to change pattern of DA.

To Change Tower Location

WPTX Lexington Park, Md.—Mod. CP (which authorized new AM station on 1570 kc) to change tower location, same site.

Seeks Site Approval

WLSH Lansford, Pa.—Mod. CP (which authorized new AM station on 1410 kc) for approval of studio and transmitter locations as State Road 209, 650 feet east of Summit Hill Borough Line.

License Renewal

Following AM stations request renewal of license:

WCBD Addison Township, Ill.; WAIT Addison Township; WGN Chicago; WEDC Chicago; WLS Chicago; WEBQ Harrisburg, Ill.; WFOX Milwaukee, Wis., and **WDSM Superior, Wis.**

TENDERED FOR FILING

AM—1340 kc

WMAW Menominee, Wis.—Requests mod. CP to increase power from 100 w to 250 w, fulltime, on 1340 kc.

To Change DA

WSCR Scranton, Pa.—CP to make changes in DA system; 1320 kc, 1 kw-D, 500 w-N, DA-N.

Non-Docket Actions . . .

AM GRANT

Linton, Ind.—The Linton Bcstg. Co. Granted 1600 kc, 500 w daytime, antenna system with 170 ft. lead length; engineering condition. Estimated construction cost $15,630, first year operating cost $25,000, revenue $45,000. Partners include **Henry C. Sanders** (75%), 75% owner of WBNL Boonville, Ind., and **Normal Hall** (25%), 25% owner of WBNL. Post Office address: WBNL Boonville, Ind. Filed Nov. 8, amended Dec. 11, 1951, and Jan. 13, 1952; granted Nov. 6, 1952.

FM GRANTS

Clemson, S. C.—Clemson Bcstg. Co. Granted Ch. 246, ERP 53 kw, antenna height above average terrain 380 ft., above ground 354 ft. Engineering condition. Estimated construction cost $35,400, first year operating cost $50,000, revenue $60,000. Principals include President **S. Haskel Lusk** (25%), president and 80% owner of Pendelton (S. C.) Lumber Co., and owner of Lusk Used Cars, Seneca and Pendelton; Vice President and Secretary **John W. Gillespie** (25%), chemist at Clemson A & M College, Clemson; Vice President **Charles V. Boyd** (25%), announcer-salesman at WSNW Seneca, and Vice President **Fred C. Shealy** (25%), salesman at WSNW 1949-52. Post office address: 16-A Hunter St., Clemson, S. C. Filed June 10, 1952; granted Oct. 31, 1952.

Seneca, S. C.—Blue Ridge Bcstg. Co. Granted Ch. 251, ERP 6.5 kw, antenna height above average terrain 330 ft., above ground 225 ft. Estimated construction cost $4,200 (land and building, and some equipment, already on hand), first year operating cost $6,000, revenue $7,000. Applicant is licensee of WSNW Seneca and applicant for new AM station in Barnwell, S. C. Post Office address: P. O. Box 443, Seneca, S. C. Filed July 1, 1952; granted Oct. 31, 1952.

Note: Both of the above grantees requested Ch. 287 (105.3 mc) in their applications; neither application was amended to request different frequency, although FCC granted frequency different from those requested.

TRANSFER GRANTS

WJBB Haleyville, Ala.—Granted assignment of license to **Haleyville Bcstg. Co.** (a new corporation) for

(Continued on page 112)

the NBC *station serving greater* YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

FCC Roundup

(Continued from page 111)

$12,500. Principals in transferee include President **W. P. Thielens** (1/6), Vice President **T. H. Gaillard** (1/6) Secretary-Treasurer **William Jordan** (1/6) and three others; Messrs. Thielens, Gaillard and Jordan each own ⅓ interest in WXAL Demopolis, Ala., WPBB Jackson, Ala., and WNPT Northport, Ala. Estimated yearly operating cost $20,000, revenue $25,000. Granted Nov. 5.

KDSH Boise, Idaho—Granted consent to Queen City Bcstg. Co. to relinquish positive control (10,000 shares of common voting stock out of 15,000 shares, or 66.67% interest) to **Boise Valley Bcstrs. Inc.** for $109,400. Transferees include President **H. Westerman Whillock** (6%), manager of KDSH, president and 16% owner of Riley & Smith (clothiers), Boise, and director and 25% owner of Arbuckle, King & Whillock Shoe Store, Boise; Treasurer **Earl Glade Jr.** (3%), associate manager of KDSH; Secretary **Willis H. Moffatt** (8%), Boise attorney; **Theresa Whillock** (6%), housewife; **Fred M. Taylor** (6%), Boise attorney; **Edwin Snow** (3½%), Boise attorney; **Dr. Ralph Falk** (4%), Boise physician, and **Stanley E. King** (10½%), president and 75% owner of Arbuckle, King & Whillock Shoe Store. Transferor is licensee of KIRO Seattle, of which Saul Haas is president. Granted Oct. 31.

KWEI Weiser, Idaho—Granted transfer of control from Inland Bcstg. Co. to **Mervin V. Ling** (76%) and **Edwin C. Miller** (24%) for $4,902.50. Messrs. Ling and Miller are both employed at KWEI. Granted Nov. 5.

WIHL Hammond, La.—Granted assignment of license from Sidney H. Rosenblum to **Nicholas Cefalu** (51%) and **Anthony C. Cefalu** (49%), d/b as **Cefalu Radio Station,** for $35,000. The Messrs. Cefalu are president-manager and vice president-assistant manager, respectively, of N. Cefalu Co. (feed dealers), Hammond. Granted Nov. 5.

WWNC Asheville, N. C.—Granted consent to relinquishment of control by Don S. Elias through sale of 62½ shares out of 4,001 shares outstanding (1.56%) to **Executors of Estate of Charles A. Webb.** Transferees will pay Wachovia Bank & Trust Co. $15,762.88 to apply on transferor's indebtedness to the bank, whereupon 62½ shares of common stock of Asheville Citizen-Times Co. will be issued in the name of the transferees. Purpose of transfer is to carry out compromise agreement which has been reduced to consent judgment of Superior Court of Buncombe County, N. C. Trustees of estate of Charles A. Webb include **Junius G. Adams** and **R. Stanford Webb.** Estate of Charles A. Webb already held 45.54% of WWNC; after transfer, estate will hold 47.1%. Mr. Adams, who as an individual owns 0.125% of Asheville Citizen-Times Co., is ⅓ partner in Asheville law firm of Adams & Adams, and is president of The Biltmore Co., owner of Biltmore Estate and Biltmore Dairy Farms, Asheville. Mr. Webb is owner of Webb Insurance Agency, Asheville. Stock interest of transferor, Mr. Elias, will be reduced from 51.2% to 49.6%. After transfer no one individual will have control of Asheville Citizen-Times Co., licensee of WWNC [see story this issue]. Granted Nov. 5.

WLXW Carlisle, Pa.—Granted assignment of license to **Richard Field Lewis Jr.** for $70,000 from Philip Mathews. Mr. Lewis is licensee of WINC Winchester, Va., and 60% owner of WFVA Fredericksburg, Va., and applicant, with Winslow T. Porter (who is to be general manager of WLXW), for new AM station at Lancaster, Ohio, since 1947 (clear channel daytime). Granted Oct. 31.

New Applications . . .

AM APPLICATIONS

Yuma, Ariz.—Harkins Bcstg. Inc., 1240 kc, 250 w fulltime; antenna 150 ft. Estimated construction cost $15,000, first year operating cost $50,000, revenue $60,000. Applicant is **Dwight Harkins Amusement Co.,** licensee of KCLF Clifton, Ariz., and KTYL-AM-FM Mesa, Ariz. Post office address Dwight Harkins, P. O. Box 885, Mesa, Ariz. Filed Oct. 24.

Monroe, Ga.—Walton Bcstg. Co., 1490 kc, 250 w fulltime; antenna 165 ft. Estimated construction cost $9,949, first year operating cost $25,000, revenue $40,000. Principals include President **John W. Jacobs Jr.** (50%), general manager and part owner of WDUN Gainesville, Ga., and 45% owner of Habersham Bcstg. Co., applicant for new AM station in Cornelia, Ga.; and, Secretary-Treasurer **Claude Williams Jr.** (50%), business manager of Gainesville Ford Co. and 45% owner of Habersham Bcstg. Co. Post office address John W. Jacobs Jr., P. O. Box 25, Gainsville, Ga. Filed Oct. 15.

Edwardsville, Ill.—Edwardsville Bcstg. Co., 1260 kc, 1 kw daytime; antenna 180 ft. Estimated construction cost $14,490, first year operating cost $54,000, revenue $60,000. Equal (50% each) partners include **John W. Lewis Jr.,** 33⅓% owner WIBV Belleville, Ill., and **Melvin B. Ingram Jr.,** owner of bookkeeping and tax service. Post office address John W. Jacobs Jr., R. R. #2, Freeburg, Ill. Filed Oct. 28.

Frankfort, Ind.—Radio Frankfort, 1570 kc, 250 w daytime; antenna 160 ft. Estimated construction cost $15,000, first year operating cost $30,000, revenue $38,000. General partners include **Charles Vandever** (50%), former owner of WVMC Mt. Carmel and now in automotive field in Mt. Carmel; **Roland J. DeMarco** (25%), general partner in Mt. Carmel law firm of Barnhard, DeMarco & Scriber, and **Stephen P. Bellinger** (25%), 25% owner of WVMC Mt. Carmel. Post office address Stephen P. Bellinger, RFD 3, Mt. Carmel, Ill. Filed Oct. 22.

Pontiac, Mich.—James Gerity Jr., 1460 kc, 500 w fulltime, directional antenna at night; antenna three 190 ft. towers. (Transmitter location in Bloomfield Township, Mich., 0.2 mi. south of Pontiac, immediately north of intersection of Square Lake Road and Telegraph Road.) Estimated construction cost $95,828, first year operating cost $140,000, revenue $140,000. Sole owner is **James Gerity Jr.,** owner of **WABJ** Adrian, Mich., WGRO Bay City, Mich., and president, general manager and 7½% owner of Gerity-Michigan Corp. (chrome plating), Adrian, Mich. Post office address James Gerity Jr., Deer Park, Adrian, Mich. Filed Oct. 27.

Greensboro, N. C.—Wayne M. Nelson, 950 kc, 500 w daytime; antenna 240 ft. Estimated construction cost $25,000, first year operating cost $24,000, revenue $36,000. Sole owner is **Wayne M. Nelson,** owner of W. M. Nelson Industries Inc. (owner of physical broadcast equipment which is leased to WHIP Mooresville, N. C.). Mr. Nelson contemplates forming corporation to own and lease physical broadcast equipment to individual licensee. Post office address Wayne M. Nelson, P. O. Box 72, Concord, N. C. Filed Oct. 30.

Mount Vernon, Ohio—The Mount Vernon Bcstg. Co., 1300 kc, 500 w daytime; antenna 190 ft. Estimated construction cost $20,000, first year operating cost $40,000, revenue $50,000. Principals include President **Dana T. Burns,** professor of speech, Baldwin-Wallace College, Berea, Ohio; Vice President **Dr. Charles B. Tramont,** physician; Treasurer **Marie C. Burns,** housewife; Secretary **Charles M. Zelkowitz,** Mount Vernon attorney; **Bert W. Martin,** president of Shellmar Products Corp., Mount Vernon; **Mittie F. Baube,** housewife; **Raymond M. Lilly,** high school vocation counselor; **Mildred Lilly,** housewife; **John T. Glackin,** president of J. T. Glackin Chevrolet Inc., Mount Vernon, and **Paul W. Davis,** farm implement salesman for Mount Vernon Farmers' Exchange Co., Mount Vernon. Applicant is licensee of **WMVO (FM)** Mount Vernon. Post office address P. O. Box 390, Mount Vernon, Ohio. Filed Oct. 29.

TRANSFER REQUEST

WKNX - AM - TV Saginaw, Mich.—Transfer of control from Radio Station WKNX to **Lake Huron Bcstg. Co.** through reduction of interest in Radio Station WKNX now held in equal (50%) amounts by **Howard H. Wolfe** and **William J. Edwards,** and the introduction of new member, **Alvin M. Bentley,** simultaneously with change in name of the surviving company. With consummation of transfer, Messrs. Wolfe and Edwards will have only 33⅓% interest each, while new member, Mr. Bentley, also will have 33⅓% interest. Mr. Bentley pays $14,417.52 for his interest, but also agrees to loan company as much as $45,000 for use in construction of new TV station. Mr. Bentley is 25% owner of Owosso Mfg. Co. (wood products mfr.), Owosso, Mich., and 25% owner of Philadelphia Screen Mfg. Co. (wood products mfr.), Philadelphia, Pa. [Company disclosed in its application for TV station that upon grant of facility there would be filed this transfer application; see TV APPLICATIONS, B•T, Sept. 1. For grant, see TV GRANTS, B•T, Oct. 6.] Filed Oct. 27.

ELECTION headquarters at MBS has desk operations under the supervision of Milton Burgh (right), Mutual news director. At far side of table are Bill Hillman (left), MBS White House reporter, and Cedric Foster, network commentator from Boston. At right in foreground are Robert Crooker, media director of Campbell-Ewald, handling the Chevrolet account, and Winslow Case, C-E senior vice president. Chevrolet sponsored the returns on MBS.

* * *

Network Reporting at New High

(Continued from page 85)

hours before the microphone at the July conventions, provided the running story for CBS Radio, interspersed with comment and analysis by Mr. Murrow, Eric Sevareid, Lowell Thomas, Allan Jackson, Charles Collingwood, and a score of other newsmen in New York, Washington, and other cities. Samuel Lubell, political analyst, appeared frequently with interpretations of trends in various sections, and predicted at 8:30 p.m. that Gen. Eisenhower would crack the "Solid South" and at 10:05 that the GOP nominee had a landslide going, according to the network.

CBS-TV used a staff of more than 200 who, the network claimed, consistently provided national-vote totals which ran more than a million ahead of those being posted at the same time by other networks. Walter Cronkite was "anchor" man, assisted by Messrs. Murrow, Trout, Thomas, Sevareid, Collingwood, Jackson and Douglas Edwards, Don Hollenbeck, Griffing Bancroft, Bill Costello, Bill Downs, Mike Wallace, and Bill Leonard. Additionally, Bill Shadel and Ron Cochran reported from Washington, while Ed Morgan reported from Gov. Stevenson's Springfield headquarters.

The press corps covering Gen. Eisenhower's headquarters in New York, the network claimed, watched CBS-TV throughout the evening and from that source was able to break the news to Eisenhower followers gathered nearby that Gov. Stevenson had conceded.

Fritz Littlejohn, CBS-TV news managing editor, assisted Mr. Mickelson in supervising the television coverage, while Don Hewitt was senior director and Paul Levitan, special events producer, was in charge of remote pickups.

CBS-TV also put Studio 33 in its new CBS Television City in Hollywood in operation for the first time for election coverage, feeding telecasts to KNXT(TV) Los Angeles and the Columbia Pacific Television Network and radio broadcasts to KNX Los Angeles and the Columbia Pacific Radio Network from the same studio.

ABC

ABC's radio and television reporting, directed by News and Special Events Vice President Thomas Velotta and sponsored by Admiral in an estimated $2.5 million deal

LOOSE-LEAF TRANSPARENT
DISPLAY ALBUMS
At unusually low prices!

Each album contains 10 acetate pockets (each holds 2 subjects) of clear, non-inflammable plastic. Insert from top. No punching. Fifteen additional acetate pockets may be added to each album. Multo Loose Leaf opening and closing triggers. Sturdy leatherette hard covers. Prices F.O.B. Baltimore, 2% 10 days to rated firms. 10% discount on orders of 12 or more. Write for information on extra acetate pockets, scrap books and related items.

$3.60 COMPLETE for 8½ x 11 size
11 x 14 size $4.90
14 x 17 size $8.20
18 x 24 size $12.00
All sizes complete with 10 acetate pockets.

FULL NEWSPAPER SIZE SCRAP BOOKS $5.00

Perfect for publicity releases, advertisements, photos, and scores of other uses. Will take full page newspaper ads. Heavy Binder's Board, covered with durable black Fabrikoid, with screw posts to allow extra pages. Each book complete with 50 sheets (100 pages) of fine quality heavy white paper. Sold on a money-back guarantee. This book must be superior to any other book at our low price. In quantities of 6 or more books $4.50.

INTERNATIONAL SALES CO.
414 E. Baltimore St., Baltimore 2, Maryland

CORNER of CBS-TV's election night headquarters shows Walter Cronkite, "anchor man" for the network's coverage, seated at middle of desk at right. Trio at center rear before Univac "brain" machine includes (l to r) Charles Collingwood, CBS-TV Director of News and Public Affairs Sig Mickelson and Don Hewitt (in shirtsleeves).

* * *

which also covered the conventions, was distinguished by a "speed and ease" which were in "startling contrast" to the stresses and tensions of four years ago, spokesmen reported.

ABC originated four separate programs simultaneously from its "command post" in Studio TV-1 in the New York ABC center: One each for the radio network, the TV network, WJZ, and WJZ-TV New York.

Latest developments, commentary, analysis, and color were provided by a news staff which included Walter Winchell, John Daly, Elmer Davis, Martin Agronsky, Taylor Grant, Erwin Canham of the Christian Science Monitor, Gunnar Back, Paul Harvey, George Sokolsky, and public opinion research specialist George Gallup.

In addition to "command post" originations, ABC made numerous remote pickups, both from other points in New York and from other cities, and claimed a number of "exclusives," including interviews with Gov. Thomas E. Dewey, Connecticut Gov. John Lodge, and Sen. Duff of Pennsylvania.

Mutual

Mutual put the emphasis on plain-fact, grass-roots reporting, making a total of 187 pickups from some 27 key cities throughout the nation during the seven hours of Chevrolet-sponsored reporting of returns under the supervision of News Director Milton Burgh and Special Events Director Arthur Feldman.

Despite the high number of remote pickups, spokesmen said the switching was carried out smoothly "with absolutely no waste of time." Special shortwave installations and an additional 50,000 miles of land-line were employed to make the city-jumping possible.

MBS 'Anchor' Men

"Anchor" men for the coverage were commentators Fred VanDeventer and Ed Pettitt, while other reporters - commentators included Everett Holles, Frank Singiser, Cedric Foster, William Hillman, and Cecil Brown from New York; Holland Engle and Robert F. Hurleigh from Chicago; Les Higbie from Springfield; Wallace Fanning from President Truman's train en route back to Washington; H. R. Baukhage, Joseph McCaffrey and Fulton Lewis, jr., from Washington, and Bill Cunningham from Boston. Mutual's programming also was sent overseas by the Voice of America.

Among exclusives claimed by Mutual were an interview with former President Herbert Hoover, and a broadcast from the Truman train.

Switching operations were directed by Mr. Feldman, while Program Operations Manager Harold Wagner supervised air production.

* * *

WELLS CHURCH, CBS Radio director of news and public affairs, feeds additional copy to newscaster Robert Trout during that network's all-night election stint.

DuMont

While DuMont did not provide regular network services on the elections, executives reported last week that its clearance of stations for political programs during the campaign was "unprecedented in [the network's] own history and matched by only one other network during the '52 campaign." Station Relations Director Elmore B. Lyford said an average of 44 stations carried DuMont's regular political telecasts, and that a talk by Gen. Eisenhower was carried by 61 affiliates.

DuMont's political operations during the campaign were coordinated by Sales Service Manager Lynn Cleary, assisted by Traffic Manager Roylance H. Sharpe; Richard Geisman of the sales department, and Millard Dickerson of the engineering department. Additionally, Station Relations Manager Robert L. Coe, Assistant Manager Edwin G. Koehler, and Area Supervisor Joseph R. Cox assisted Mr. Lyford on station clearances, while John B. Soell, account executive, handled sales.

OVERHEAD SHOT shows NBC's big Studio 8H from where the network centralized combined radio and TV coverage of the elections.

* * *

VISTASCOPE UNITS

To Be Made Available

VISTASCOPE packages, made up of the lens device, groups of still photographs and working instructions, will be made available to TV producers and stations in the production of live shows.

Developed by Vistascope Corp. of America, jointly owned by Sol Lesser and Paramount Pictures Corp., the device is linked directly with the TV camera to combine live action with photographs of foreground settings. This replaces matte shots or construction of actual foreground settings, usually too costly in live video.

GOV. STEVENSON

Returns After Air Cutoff

GOV. Adlai Stevenson was cut off the air dramatically Election Eve when he failed to conclude his final radio-TV appeal within the allotted 30 minutes—but he still had the last word, thanks to some fast thinking by broadcasters.

The final Democratic appeal was sandwiched between the speech by Gen. Eisenhower from 10 to 10:30 p.m. and the big GOP *Crusade in America* from 11 to 12 midnight. After talks by Vice President Alben Barkley, President Truman and Sen. John Sparkman (D-Ala.), the Illinois Governor began his talk only to find himself running out of time. He was cut off all radio-TV networks.

After the Eisenhower-Nixon documentary, the Governor returned after a slight mixup on signals from the control booth. When the cues straightened out, he wound up his appeal on radio-TV networks.

NBC-TV cleared all O & O stations within an hour. Charles Denny, NBC vice president, had been ordered by NBC President Joseph McConnell to accompany Gov. Stevenson to the Studebaker Theatre. Mr. Denny personnally checked O & O stations and asked them to carry an additional 4 minutes, 25 seconds, bought by the Volunteers for Stevenson.

Another **BMI** "Pin Up" Hit

JUMP BACK HONEY

Published by Rush

On Records: Ella Mae Morse—Capitol; Sonny Gale-Vaughn Monroe—Victor; Dorothy Collins-Snooky Lanson—Decca; Jimmy Dorsey—Columbia; Hadda Brooks—Columbia.

BROADCAST MUSIC, INC. 580 Fifth Avenue, New York 36, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

at deadline

BAB COMMITTEES HEAR PROGRESS REPORTS

REVIEW and planning sessions of two of BAB's major committees wound up Friday afternoon with completion of New York meeting in which research committee, headed by Robert Dunville of WLW Cincinnati, heard reports on research work being done with package goods advertisers, progress of rating studies being made by Advertising Research Foundation with BAB support, development of supplementary auto radio data, and exploratory studies on listening in TV homes.

Promotion committee, under Donald Q. Thornburgh of WCAU Philadelphia, had reviewed BAB advertising campaign, "sell radio on radio" campaign, projected farm presentation, and data comparing sales effectiveness of radio with that of other media during meetings preceding day. Both committees heard review of BAB finances and report on anticipated income. Full report to be presented to BAB board Nov. 17.

Committee members on hand for meetings, with BAB headquarters represented by President William B. Ryan, Vice President Kevin Sweeney, and Local Promotion Director John F. Hardesty, were promotion committeemen Thornburg, H. Preston Peters, of Free & Peters; Arden Pangborn, of WOAI San Antonio; Louis Hausman, of CBS; James Tyler of Mutual (representing Robert Schmid), and Simon Goldman, of WJTN Jamestown (N. Y.); plus Research Committeemen Dunville, Hugh Potter, of WOMI Owensboro (Ky.); George Higgins, of KMBC Kansas City; George Utley, of WFAA Dallas (representing Martin Campbell); Stanley Breyer, of KJBS San Francisco; and Ernest Lee Jahncke Jr., of ABC. BAB Executive Committee Chairman Edgar Kobak also participated in Friday session.

CHEVIGNY HEADS RWG

RADIO WRITERS Guild announced Friday that Hector Chevigny has been elected national president of union, and Philo Higley, vice president of eastern region. Council members chosen in eastern region for two-year term are: John Stradley, John Merrimak, Ira Marion, Bruce Marcus and Franklin Weiner. Tabulation of results from midwest and west coast regions was not complete Friday, RWG said. Election was held Thursday.

KFH PAPERS SUBPOENAED

SUBPOENA served Friday by U. S. Marshal on Marcellus Murdock, executive vice president of KFH Wichita and publisher of *Wichita Eagle*, at instigation of KANS Wichita. Stations are both applicants for TV Ch. 3. KFH asked to supply contracts, rate cards and editions of *Eagle* said to involve unfair competition, purported forced evening-morning circulation and alleged compulsory use of both editions.

SARNOFF TO SPEAK

BRIG. GEN. DAVID SARNOFF, RCA board chairman, to speak on "World Brotherhood and Science" in special simulcast on NBC radio and TV Tuesday (2-2:30 p.m. EST). Program will originate at 25th anniversary luncheon completing annual meeting of National Conference of Christians and Jews in Washington's Mayflower Hotel.

INTEREST IN RETURNS

TV COVERAGE of election returns attracted about 70 percent more viewers per average minute—approximately 12 million homes during average minute from 9 to 11 p.m. Tuesday night—than for nominating conventions last July, NBC estimated Friday. Estimate was projected from 10-city survey conducted by Trendex Inc. Half-hour of highest interest was 9-9:30 p.m. with 64.9 percent of sets in use, NBC said, reporting 44 percent of this audience for NBC-TV.

PROTEST ON PORTLAND

PROTEST of proposed amendment to Channel 12 bid of KOIN Portland, Ore., and request to dismiss KOIN application were filed with FCC Friday by Pioneer Broadcasters Inc., one of three seeking channel. KOIN seeks amendment to show withdrawal of Ralph Stolkin, Edward Burke Jr. and Sherrill C. Corwin, together 43.5% owners (see story page 83).

Pioneer noted hearing began Oct. 1 and contended "amendment substantially changes the entire case of [KOIN]. No reason is suggested, even were we to concede [KOIN's] helplessness under the circumstances, why the penalty for such withdrawals should not be levied against that applicant who voluntarily chose its associates and not against innocent third parties." Pioneer charges, in light of Stolkin group background and "timing" of KOIN's petition to amend, that "it is clear that petitioner is not as innocent as it alleges."

PEOPLE...

H. SUMNER STERNBERG, Geyer Adv., N. Y., to Erwin, Wasey & Co., that city, as account executive.

ROBERT HOFFMAN, WOR-AM-TV New York research manager, to address statistical Assn. of College of the City of New York Thursday.

JOSEPH S. SAMPLE returns to Dancer-Fitzgerald-Sample, Chicago, as media director, position he held before serving in army for past year and one-half. He replaces **HARRY HOBBS,** who has joined N. Y. sales staff of Henry I. Christal Co. representatives.

MORT GAFFIN, former copywriter Kenyon & Eckhardt, N. Y., named manager of TV promotion unit of NBC Spot Sales Dept.

NARTB COMMITTEE STARTS REVISION OF RADIO CODE

NEW NARTB Standards of Practice Committee adjourned late Friday after two-day meeting at NARTB Washington headquarters. John F. Meagher, KYSM Mankato, Minn., said committee has revised language in first section dealing with program material. Further revisions to be made in section as well as in advertising portion of Code before document goes to NARTB Radio Board.

Next meeting of committee to be held Jan. 12-13. Attending recent session besides Chairman Meagher were William B. McGrath, WHDH Boston; Carleton Brown, WTVL Waterville, Me.; Walter Wagstaff, KIDO Boise, Ida.; William Pabst, KFRC San Francisco. Absent were Clyde Rembert, KRLD Dallas, and E. R. Vadeboncoeur, WSYR Syracuse.

Passed-Over TV Applications

FOLLOWING are mutually exclusive applications for new television broadcast stations which have been passed in processing pursuant to Commission action of Sept. 17, 1952, effective Oct. 15, suspending processing of such TV applications for time being in order to expedite the processing of uncontested TV applications:

GROUP A

APPLICANT	CITY	CH.
Baton Rouge Bcstg Co., Inc.	Baton Rouge, La.	2
Air Waves, Inc.	Baton Rouge, La.	2
The Bcstg. Co. of the South	Columbia, S. C.	10
Marseco Bcstg. Co	Columbia, S. C.	10
Grandview, Inc.	Manchester, N. H.	48
Union Leader Corp.	Manchester, N. H.	48
Topeka Bcstg. Assn., Inc.	Topeka, Kan.	13
S. H. Patterson	Topeka, Kan.	13
Springfield Television, Inc.	Springfield, Mo.	3
Tulsa Bcstg. Co.	Springfield, Mo.	3
The Gazette Co.	Cedar Rapids, Iowa	9
Cedar Rapids Television Co.	Cedar Rapids, Iowa	9
Wichtex Radio & Television Co.	Wichita Falls, Tex.	3
Neely G. Landrum	Wichita Falls, Tex.	3
Wichita Falls Television, Inc.	Wichita Falls, Tex.	6
R. E. Chambers	Wichita Falls, Tex.	6
WPTF Radio Co.	Raleigh, N. C.	5
Capital Bcstg., Co., Inc.	Raleigh, N. C.	5
Wabash Valley Bcstg. Corp.	Terre Haute, Ind.	10
John R. Figg	Terre Haute, Ind.	10
Albert S. Polan, et al. d/b as Polan Industries	Terre Haute, Ind.	63
Chapman S. Root	Terre Haute, Ind.	63
Midwest Television, Inc.	Champaign-Urbana, Ill.	3
Illinois Bcstg. Co.	Champaign-Urbana, Ill.	3
Martin Theatres of Ga., Inc.	Augusta, Ga.	6
The Greenville-News Piedmont Co.	Greenville, S. C.	4
Carolina Television, Inc.	Greenville, S. C.	4
Textile Bcstg. Co.	Greenville, S. C.	4
Piedmont Radio Co.	Greenville, S. C.	23
Greenville Television Co.	Greenville, S. C.	23
J. E. West and C. H. Bingham d/b as West-Bingham Television Co.	Lexington, Ky.	27

GROUP A

APPLICANT	CITY	CH.
American Broadcasting Corp.	Lexington, Ky.	27
Central Kentucky Bcstg. Co.	Lexington, Ky.	64
Bluegrass Bcstg. Co., Inc.	Lexington, Ky.	64
Western Mass. Bcstg. Co.	Pittsfield, Mass.	64
Greylock Bcstg. Co.	Pittsfield, Mass.	64
Skyway Bcstg. Co.	Asheville, N. C.	13
Community Television Co.	Asheville, N. C.	13
Green Bay Newspaper Co.	Green Bay, Wis.	6
Valley Telecasting Co.	Green Bay, Wis.	6
James Gerity, Jr.	Bay City, Mich.	5
Bay Bcstg. Co., Inc.	Bay City, Mich.	5
Saginaw Bcstg. Co.	Bay City, Mich.	5
WQRZ, Inc.	Orlando, Fla.	9
WHOO, Inc.	Orlando, Fla.	9
Orlando Bcstg. Co., Inc.	Orlando, Fla.	6
Central Fla. Enterprises, Inc.	Orlando, Fla.	6
American Television Co., Inc.	Fort Smith, Ark.	5
George T. Hernriech	Fort Smith, Ark.	5

GROUP B

B. Byran Musselman, et al.	Allentown, Pa.	39
Queen City Television Co., Inc.	Allentown, Pa.	39
Benjamin J., Albert E., Harry W. Sanders, d/b as Sanders Bros.	Joliet, Ill.	48
Joliet Television, Inc.	Joliet, Ill.	48
Hudson Valley Bcstg. Co., Inc.	Albany, N. Y.	41
Governor Dongan Bcstg. Corp.	Albany, N. Y.	41
Van Curler Bcstg. Corp.	Schenectady, N. Y.	35
Champlain Valley Bcstg. Corp.	Schenectady, N. Y.	35
Music Bcstg. Co.	Grand Rapids, Mich.	23
W. S. Butterfield Theatres, Inc.	Grand Rapids, Mich.	23
Conn. Radio Foundation, Inc.	New Haven, Conn.	59
The WAVZ Bcstg. Corp.	New Haven, Conn.	59
WIBX, Inc.	Utica, N. Y.	19
Richard H. Balch	Utica, N. Y.	19
Great Lakes Television Co.	Erie, Pa.	35
Civic Television, Inc.	Erie, Pa.	35
Erie Television Corp.	Erie, Pa.	66
Commodore Perry Bcstg. Service, Inc.	Erie, Pa.	66
Southern Tier Radio Service, Inc.	Binghamton, N. Y.	40
Ottaway Stations, Inc.	Endicott, N. Y.	40
The Binghamton Bcstrs., Inc.	Binghamton, N. Y.	40
Wilson Enterprises, Inc.	Worcester, Mass.	20

XUM

BACKBONE OF AMERICA

The American farmer has always been the backbone of America. Through far-reaching changes in the last twelve years, the farmer has become one of America's most important consumers as well. Here are some of the factors that have made him "Your Best Customer:"

In 1940 income from farming was less than $11 billion; in 1951 it was $37.5 billion.

In 1950 the farmer's purchases of consumer merchandise were 2½ times what they were in 1940.

In 1940 total farm assets were $54 billion. By 1951 they were $153 billion. In this same period, mortgages, in relation to assets, were reduced 67%.

In 1940 the spendable cash held by farm families was $4 billion; in 1951 it was nearly $20 billion—$3,178 per family—many times the liquid assets of the average city dweller.

These are just a few of the statistics that illustrate how important it is to reach the rural market—your best customer. In WLW-Land, WLW radio reaches more of them more often for less than any other medium. Ask to see the WLW story of "Your Best Customer".

WLW
1922 · 1952
30th year

WLW The Nation's Station

Thinking about next summer?

Plan now for bigger summer sales in '53

In spite of the chilly breezes of winter, many advertisers and agencies are evaluating markets and planning 1953 summer schedules right NOW. When you plan your summer advertising campaigns remember this... Michigan is the Midwest's number 1 vacationland and while it is *always* an important market area—accounting for almost 10% of national sales—it is *twice as good* in the summer And WJR, the best known radio voice in the Great Lakes region, influences more buyers at less cost than any other medium *summer* or *winter*.

Get complete information on how to build bigger sales in Michigan next summer. Call WJR sales or your Christal representative or...

Write today for this important book!

Radio Station WJR, Dept. 90
Fisher Building, Detroit 2, Michigan

Please send me a copy of your Michigan Vacationland Book.

Name_____

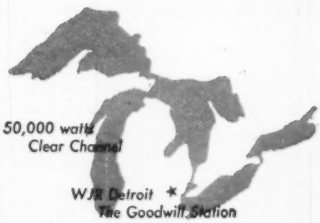
Company_____

Address_____

City_____ State_____

WJR

the **GREAT VOICE** *of the* **GREAT LAKES**



CBS Radio Network

WJR, Fisher Building, Detroit 2, Michigan
WJR Eastern Office: 665 Fifth Avenue, New York 22, N. Y.
Represented Nationally by the Henry I. Christal Company
Canadian Representatives: Radio Time Sales, (Ontario) Ltd.

Radio—America's Greatest Advertising Medium

XUM